

RM
off

Desert

MAGAZINE of the SOUTHWEST

MARCH, 1963

40c

SPECIAL ISSUE

FROM
PALM SPRINGS
TO THE
SALTON SEA:

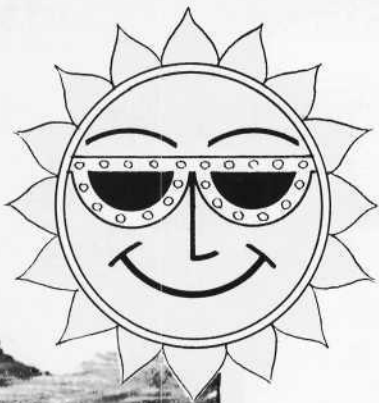
The Fabulous
**COACHELLA
VALLEY**

JOHN HILTON:
"THE VALLEY THAT
TAUGHT ME TO PAINT"

CHARLES FARRELL:
"... AND SO WE STARTED
THE RACQUET CLUB"

COMPLETE GUIDE
TO THE VALLEY AND
SALTON SEA FISHING





In the past year we are pleased to have included the Erawan Garden Hotel and the Security First National Bank at Palm Desert among our real estate transactions in the Palm Desert area.



EDITH EDDY WARD

REALTOR

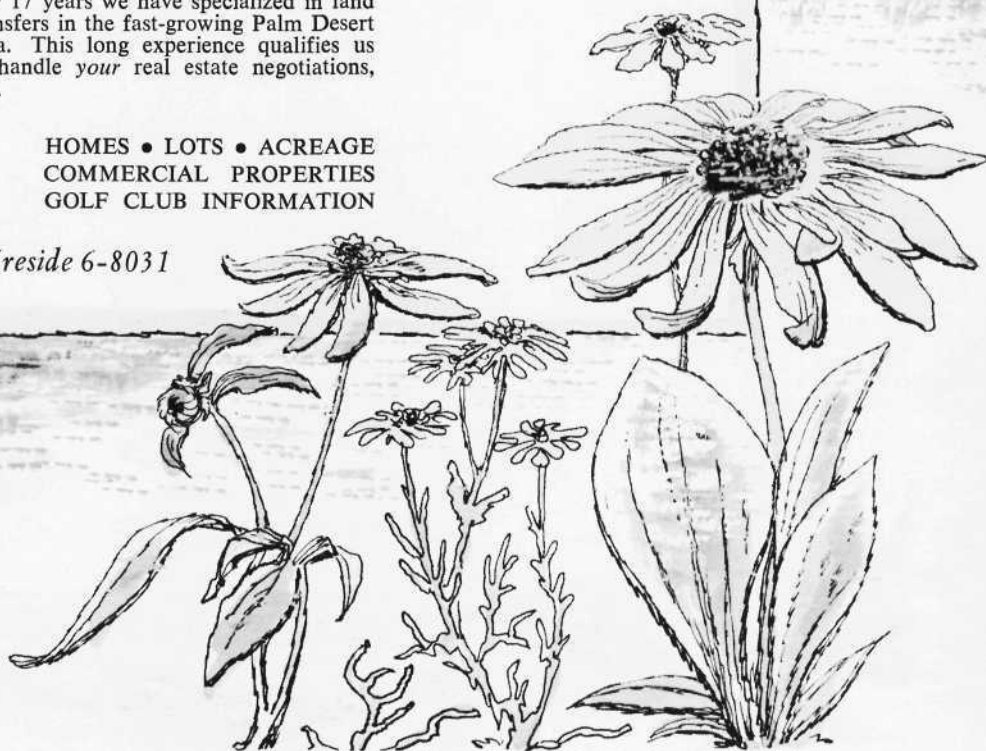
"Palm Desert's First Lady of Real Estate"

73-661 HIGHWAY 111 • PALM DESERT

For 17 years we have specialized in land transfers in the fast-growing Palm Desert area. This long experience qualifies us to handle *your* real estate negotiations, too.

HOMES • LOTS • ACREAGE
COMMERCIAL PROPERTIES
GOLF CLUB INFORMATION

Flreside 6-8031



LETTERS FROM OUR READERS

Night Voices . . .

To the Editor: I have never read a more beautiful story than Lauritz Muhlbach's "Voices of the Desert Night" (*Desert*, Jan. '63). It read like a musical composition. What a depth of appreciation and expression this man has. This story should win an award.

HELEN WHARTON MILLER
North Las Vegas

The Real Vermin . . .

To the Editor: Thank you for telling us about the "Varmint Callers" in your February issue. These people who make a "sport" out of killing the already badly maligned predator animals outrage me. Why don't these human hunters use their cunning minds in a constructive way? Surely, our society could make better use of such brain-capacity in our struggle against communism.

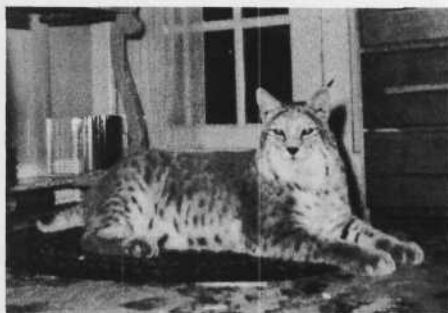
MRS. WM. M. PARKER
San Diego

A Trip To Baja . . .

To the Editor: I thoroughly enjoyed the article by Midge Hamshaw concerning a trip into Baja California (Jan. '63 *Desert*).

I found the article informative and interesting. A desire to make the Baja trip has been re-awakened. I have been contemplating such a tour for several years.

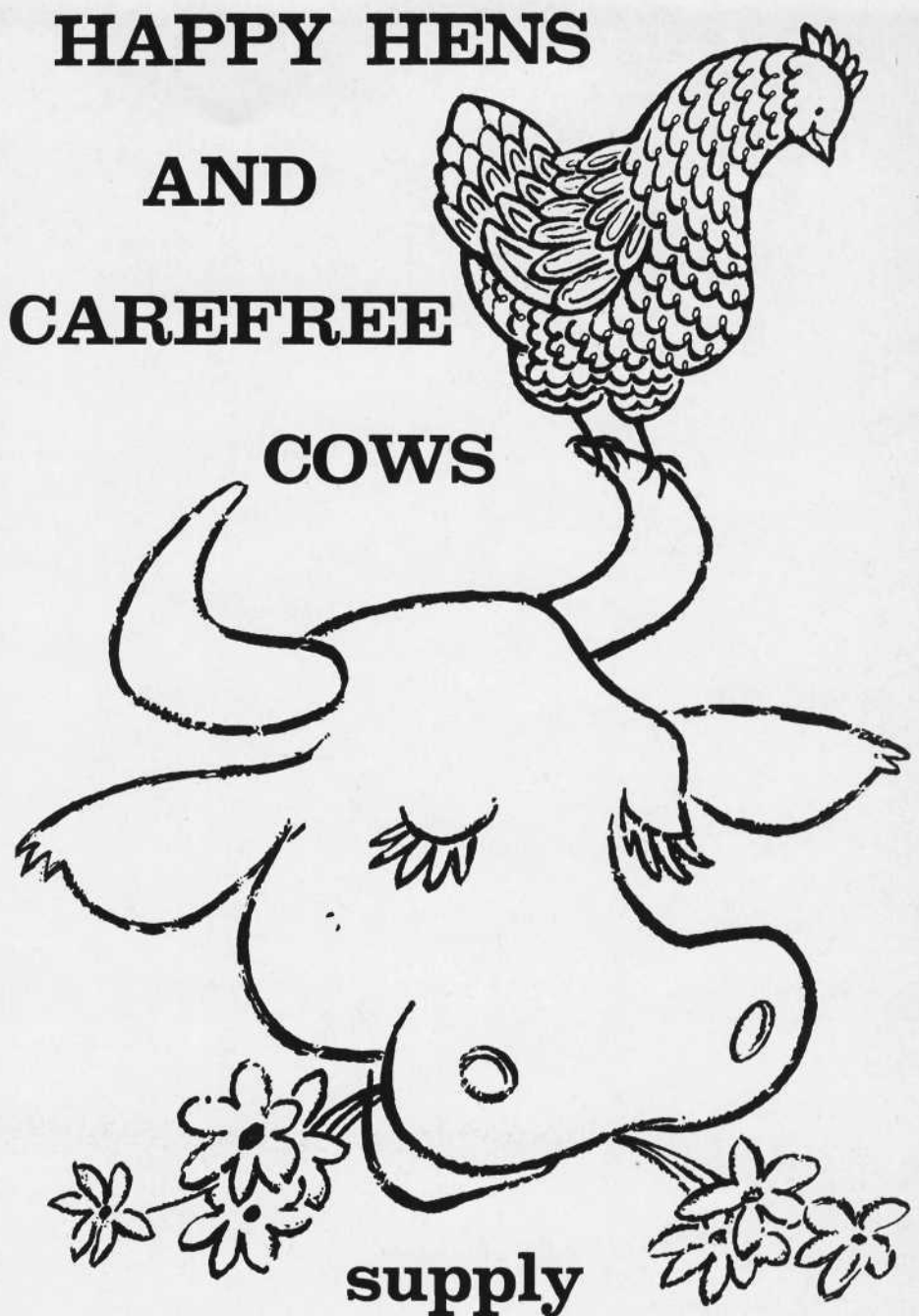
GLEN M. JOHNSON
Piedmont, Calif.



Friendly Wildcat . . .

To the Editor: After having read the story "Wildcat" in the November issue of *DESERT*, I decided to write and tell you I have a bobcat for a pet. She is 9½ years old, and weighs 40 pounds. She has spent her entire life living with my husband and me in our home. I have never put her in a cage. She has the run of the entire house at all times, is not destructive, is house-broken, and has been a wonderful pet all her life.

MRS. OSCAR THOLSON
Gillette, Wyoming



all your daily needs

from **Brookside**

DAIRY

INSIST ON THE CONVENIENCE
OF HOME DELIVERY

CALL DIAMOND 7-3753 IN INDIO
325-2495 IN PALM SPRINGS

Stevning Citrus

California's newest, most modern citrus packing plant is ready to serve the growers of Coachella Valley



SUNKIST UNIVERSAL SIZER. This unique machine, first of its kind, is capable of accurately sizing all varieties of citrus — from limes to grapefruits.

"From Tree to Table"

A member of the largest agricultural selling organization in the world, SUNKIST GROWERS, Stevning Citrus offers a complete packing and selling organization, geared for large volume and efficient operation. Stevning Citrus is proud to be an integral part of the expanding citrus industry of Coachella Valley.

STEVNING CITRUS

85-215 AVENUE 50 COACHELLA, CALIFORNIA

Affiliated with the L. V. W. Brown Estate of Riverside

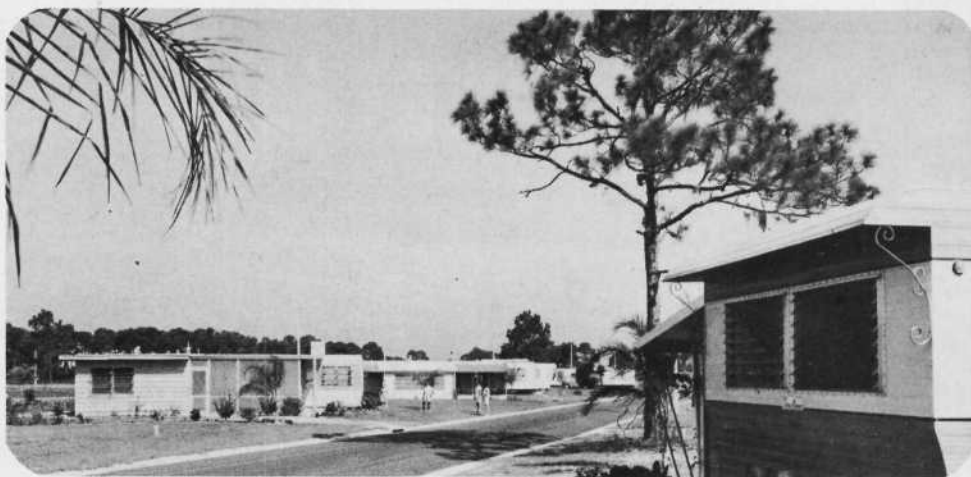
EXpress 8-0167

OPENING

NEAR
PALM
SPRINGS

THIS WEEKEND

**TRI PALM
ESTATES**



Photographed at Tri-Par Estates

Mobilife's Vacation Home Communities have won 4 McCall's Magazine Awards. Now Mobilife makes its California debut! Right in the Palm Springs Vacationland, a complete community built around its own 18-hole Golf Course. It will have a \$500,000 Recreation Center, a swimming pool, planned social activities. Tri-Palm Estates is the fifth mobile home subdivision developed by Mobilife Corporation. All four other communities have earned a Special Award of Excellence from McCall's Magazine! Here is the perfect weekend, vacation home. You own your own beautiful mobile home. You own your own property. You pay no rent. You build your own equity. For your own holiday home adjacent to Palm Springs, see what Tri-Palm Estates offers. (We will consider your present home in trade.)

Take the Freeway (U. S. 60, 70, 99) to either Ramon Road or Kubic Road interchange at Palm Springs; or drive out Ramon Road from downtown Palm Springs.

MOBILIFE CORP. Other communities in Bradenton, Ellenton and Sarasota, Fla.; and Tucson, Ariz.
Los Angeles: 3341 Wilshire Blvd., 382-1271/Palm Springs: P.O. Box 2686, EX 0-2101

Special
Issue
Note:

Desert

Coachella Valley

DESERT, now in its 26th year of bringing the wonders of the arid Southwest to the world, turns its attention this month to California's Coachella Valley—which happens to be our home address.

To old and new readers alike we bid welcome to these pages. The former number 108,000 persons (if you allow us to conservatively estimate that three people are exposed to each issue sold); this month the latter will number 56,088 (using the same formula). Why so many "new" readers? Because sample copies of this issue are being mailed to *all* postal patrons in Coachella Valley—18,696 families from Palm Springs to the Salton Sea.

You may or may not like what is taking place in remarkable fashion in this desert bowl, but no one can ignore it. This is a boom area—and the big businesses are tourism and agriculture, both nurtured by magnificent winter sunshine. It was only a matter of time before the American tide would lap over into this vacant corner—and that exact time is upon us. According to Los Angeles Chamber of Commerce estimates, the combined population of Riverside, San Bernardino, Los Angeles, Orange and San Diego counties is about 9½ million. This five-county complex surrounding Coachella Valley has a total population that exceeds the individual nose-counts of 44 of the 50 states. Indeed, the 15 smallest states (population wise) could combine their 1960 census reports and still be smaller than the five counties that border the Valley.

Our purpose this month is to hold a mirror to the Coachella Valley as it is today (an amazing blending of Babylonian glamor and Arabian agriculture in a Palestinian setting) and how it got that way. We are indebted to the writers and to photographer Dennis Holmes, whose combined talents give this presentation whatever value it may have for you.

Twenty-six years ago, the Desert Southwest was 99½ percent magnificent, uncluttered land. To our faithful long-time readers who may wish it had never changed, we hasten to point out that "progress" has only dissolved a few of the above-mentioned percentage points. Next Month, DESERT will take you, via the special issue route, to Southern Utah where the frontier is all but unconquerable.



Eugene L. Conrotto

EUGENE L. CONROTTO
editor & publisher

CONTENTS

Vol. 26 No. 3
March, 1963

This Month's Cover

Photographer Dennis Holmes, whose color plates also appear on pages 35 and 42, took the cover photo from the front yard of a home in La Quinta, a quiet desert cove in the foothills of the Santa Rosa Mountains. La Quinta is one of Coachella Valley's "older" communities, having been founded in 1933.

Desert Detours 6

by OREN ARNOLD. Profound and not-so-profound observations on the March '63 state of the desert.

Geological Evolution of the Salton Trough . . . 12

By FRANK POPENOE. How the Coachella Valley has changed from ocean to grassland to desert.

"... And So We Built the Racquet Club" . . . 18

By CHARLES FARRELL. A famous actor recounts how he solved the 1931 tennis court shortage in Palm Springs.

Water for a Thirsty Desert 23

By PHILIP AULT. Answers to how an "arid" valley nurtures golf courses, date groves and people.

A Guide to Coachella Valley 28

By CHARLES E. SHELTON. The most comprehensive, up-to-date guide ever published on this dynamic area.

Keeping the Desert Beautiful 37

By MRS. CLIFFORD HENDERSON. A volunteer organization's efforts to maintain the desert's beauty as the human invasion begins.

The Desert That Taught Me to Paint 38

By JOHN HILTON. A well-known artist writes about his early artistic endeavors in the post-depression Coachella Valley.

Rehearsal for Retirement 42

By HARRISON M. KARR. The author of "Retire to Adventure" presents sage advice to about-to-retire folks who are looking desertward.

An Unexpected Commission 46

By PAUL POPENOE. Known to millions throughout the world as a family relations expert, the author recounts the experiences of an earlier role: date palm importer to the Coachella Valley.

Indio Bids for a Nubian Temple 50

By DOROTHY WATSON. Waters backed-up by the Aswan Dam will bury the Temple Derr—unless it is moved—preferably to Indio.

Salton Sea Fishing Guide 54

By V. LEE OERTLE. The complete story—how, where, when and what—of fishing the below-sea-level Salton.

Cathedral City Wants a Name Change . . . 67

And Harry Oliver has a startling solution.

Wheeler's Special Desert Letter 69

By GEORGE WHEELER. The Coachella Valley business expert presents the latest trends.

Highfalutin Desert Garb 72

By SIDNEY PHILLIPS. Strange things happen to people's clothes when they drop-in for a little sunshine.

Departments

Letters to the Editor	3
New Ideas for Desert Living	8
New and Interesting Southwest Books	74

DESERT is published monthly by Desert Magazine, Inc., Palm Desert, Calif. Second Class Postage paid at Palm Desert, Calif., and at additional mailing offices under Act of March 3, 1979. Title registered No. 358865 in U.S. Patent Office, and contents copyrighted 1963 by Desert Magazine, Inc. Unpublished manuscripts and photographs cannot be returned or acknowledged unless full return postage is enclosed. Permission to reproduce contents must be secured from the editor in writing. SUBSCRIPTION PRICE: \$4.50 per year (12 issues) in the U.S.; \$5 elsewhere. Allow five weeks for change of address, and be sure to send the old as well as new address.

To subscribe to, or to give a DESERT gift subscription, please use the coupon on page 56.

NATIONAL ADVERTISING REPRESENTATIVES:
Arden E. Roney & Associates
580 South San Vicente Blvd., Los Angeles 48, California.
Phone: 651-3930
NEW YORK 17 — 41 East 42nd Street. YU 6-0625
CHICAGO 1 — 35 East Wacker Drive. ST 2-8196
SAN FRANCISCO 3 — 1355 Market Street. UN 1-7175
DETROIT 26 — 658 Book Building. WO 1-6063

EUGENE L. CONROTTO, editor & publisher

ADDRESS CORRESPONDENCE TO:
DESERT MAGAZINE, PALM DESERT, CALIF.
PHONE: FI 6-8037

desert detours

by Oren Arnold

"Come ye yourselves apart into a desert place, and rest a while." Mark 6:31

Been reading the Good Book—a habit to be recommended. One passage says that "In the morning, a great while before day, he rose up and went out, and departed into a desert place, and there he prayed."

Seems as if the Master, more often than not, went into a "desert place" to meditate and pray, alone. We sophisticated moderns tend to do all our praying in church, or at least in groups. Are we afraid to be alone? Actually we never are—if we have the perception, the understanding. Slip out some morning "a great while before day" and commune with God. Into a desert place.

For "desert places" no region beats Coachella Valley; and yet, paradoxically, here too is much of our most fertile, most productive land.

One grand fact about the rest of 1963: we don't have to put up with a plague of politicians proclaiming their perspicacity, as we did last year. But look out for 1964! I'm planning to spend all of that year out there in very RFD Indio, writing a book on "How To Enjoy Date Malting While Avoiding Raucous Noises."

I have an inside-the-home report from Desert Dan Dunkin of super-suburban Mecca, Calif.: "My wife says when she's tired it's a vitamin deficiency. When I'm tired, it's just laziness."

In Coachella Valley, March is a magnificence. Winter's chill is receding, but Nature is gathering her strength to generate heat. Takes her about three months to get revved up, but after that—broth-er! "I ain't afraid of the Hereafter," declares Old Man Bane, who is none too righteous. "I've lived 60 summers under the sun in the Orocochia Mountains."

Back in Autumn I asked about desert songs, and somebody chided me for not liking Romberg's great "Desert Song." Well shucks, I had plumb forgot that one. I do like it. Now let's have some equally good new ones, you geniuses in music. But don't bother sending me any more copies of *I've Got A Date In Dateland* or of *Call Me your Coachella Cutie*. They aren't quite the type I had in mind.

"If you love the desert as I do," writes W. A. Snell from Del Mar, Calif., "just sit and listen. You will hear the song of the desert even if there is nothing but total silence."

I know what you mean, sir. I've just experienced it, out on a hill beyond Thousand Palms.

City boy, at end of first day in a resort hotel at Palm Springs: "Look, Mom, the fun's going down!"

Fellow named Eisenhower often comes out to the Coachella country to hit at two balls with a club. Often he misses both, but the citizens tactfully don't smile. More often he hits the big ball first, which is equally frustrating; he is supposed to knock the little ball off the big ball in a predetermined horizontal component which results in intensified gratification.

But as I said, it's like running the government; a man often

hits the wrong ball or misses entirely. Still, if he's sincere, he usually ends up with a good score.

Teacher over in Thermal told little Sammy to bring his birth certificate to school, but he didn't. Said he, "I'm sorry I forgot my excuse for being born."

(Some of us have no excuse, son! But each man is given opportunity to develop his own.)

Select a shady spot about half way up that highly picturesque hill between Palm Desert and Hemet. Straighten out two old wire coat hangers, twist them together, turn up one end for a handle, spear on pieces of lamb, beef, pork, a small onion or two, a small tomato or two, a few olives, and roast all of it over hot coals while a pot of Coachella coffee cooks and some biscuits bake in a dutch oven.

Then shake me awake and hand me my tin plate, cup and spoon.

I asked Old Uncle Sam Tate, who lives alone on the alkali flats west of Thermal, what he'd do if he had all the money in the world. "I'd pay all my debts," said he. Then added, wistfully, "as far as it'd go."

Seems a huge whale got into the Coachella Canal last summer—never mind how. Boating boffs on the Salton Sea saw it (after seven hours in the heat, when almost anything can be seen.) The happy whale was spouting. Boiling water, of course. The government, accustomed to being in hot water, is investigating.

Coming up 99 from Mexicali, Adel and I picked up a Mexican mama and papa, and cute little daughter nicknamed *Chata*, which means pug nose. Mama and papa spoke no English, but they smiled in at least 19 different languages. *Chata*, age 10, spoke no English either, but she sang some perfectly wonderful American words for us:

"How beau-te-fool for gay-shus skiss

A-boff the foot-ed—flut-ed—fruit-ed plain . . ."

Her eyes were huge and brown, and eager to please. Adele taught her one more English-words song:

"Je-suss loffs me, thees I know

Be-causs the Bi-bell tells me so . . ."

Coachella Valley is a great resort region, but not all the dude guests there are righteous. The Good Guys wake up at dawn and say, "Good morning, Lord." The Bad Guys wake up at dawn and say, "Good Lord! Morning!"

My ears always pop as I drop down from the smog-ridden world behind me, when approaching Indio. It's a radical change, to a region of gray-tan sand, of hills half lost in mystic haze. It is not always "scenic," not truly beautiful there. Why, then, do I love it? What strange quality invariably restores inner peace? I can't answer. Perhaps I simply belong. And so for that I am grateful.



BABIN REALTY CO.

Building Desert Hot Springs Since 1947

Designers and Developers of

Desert Hot Springs Highlands

The Ultimate Desert Location For Home or Income



NOWHERE . . . BUT NOWHERE

Can you equal living in DESERT HOT SPRINGS HIGHLANDS
AND . . . at a price you can afford

Here's **\$12,500** Will
What Buy

2 Bedroom, Tile Bath, over 1000 sq. ft. Built-in Oven and Range, Garbage Disposal, Desert Air-Conditioning.

Here's **\$16,750** Will
What Buy

2 Bedroom, 2 Tile Baths, 2-Car Garage, Covered Patio, Built-ins, Refrigerated Air Conditioning.

Both on gorgeous, high view lots with swimming in the famous Highland Pools for as little as 17c a day for qualified property owners

— OR —

Buy your choice building site with wide paved streets, concrete curbs, city water, natural gas . . . and . . . out of the sand area.



and Now !!

We very proudly present . . .

DESERT CREST

The finest mobilhome community . . . and you own your own lot !!!

The only mobilhome development with all these features:—

Club House Area • 22,000 sq. ft. under roof •
Theater Auditorium • Loafing Center • Complete
Community Kitchen • Billiard Room • Card
Room • Hobby Shop • Arts and Crafts center •

NATURAL HOT MINERAL WATER from our
own deep wells supplying indoor, hot therapeutic
pool • 2 outdoor hot pools • Giant warm swim-
ming pool •

.

WHY RENT • BUY for \$33.00 Mo.

2 Saunas (dry heat rooms) • Gymnasium • Locker
rooms.

Wide paved streets, underground utilities, including TV cable — tricky 3-par golf course, championship shuffleboard courts.

Write for Free Brochures on these fine developments

BABIN REALTY CO.

Dept. D, P. O. Box 758
Desert Hot Springs, Calif.

Palm Drive at Pierson
Phone 329-2781

Outstanding For DESERT

Wear the most
dependable, trouble - free
watch sold today in

• COACHELLA VALLEY •



ETERNA::MATIC

THIN...

ELEGANT...

NEW...

TIME AND DATE

AT A GLANCE

AUTOMATICALLY

• WINDS ITSELF RELIABLY ON A BALL-BEARING • FULLY PROTECTED FROM DAMAGE DUE TO WATER, CONDENSATION OR PERSPIRATION BY SPLENDIDLY MADE CASE.

Sold exclusively in

• COACHELLA VALLEY •

by

J. A. Phillips

Jeweler

PALM DESERT MARKET BUILDING

Palm Desert, Calif.

NEW IDEAS for DESERT LIVING

By DAN LEE



Built-In Sink—

It finally happened. An idea that many campers have suggested has been developed. It's the cleverest idea in portable water containers I've found. The Middy Basin Tank is a five-gallon plastic water tank, shaped roughly like a cube. The difference is in the novel recessed top—shaped into a roomy sink, complete with hand-operated water pump and sink drain. The basin itself is 11x8x6-inches, while tank dimensions are 15½ x 12 x 9½-inches. A carrying-strap makes handling the Middy Basin Tank convenient. Price not announced. This unit combines very practical features for camping. The buyer gets a water container and wash basin rolled-into one package. The pump eliminates pouring and potential wastage of water. It's compact, and the cube-shape won't tip over as easily as the common jerry can. Contact: Middy Basin Tank, Plastic Products Corp., 1265 Mercer Street, Seattle, Wash.



Compact Portable Camp Chair—

Want a camp chair that weighs only 24 ounces and folds down so small it can be carried in a glove box? They call it the

Pocket Seat, and the name fits. It features a metal frame, covered with durable canvas. Unfolds in five seconds. The price is only \$2.98. Looks like a handy item for the golf course, parades, and fishing. This item is imported from England. For details, write to Pocket Seat, Levine and Moers Enterprises, 20441 James Couzens, Detroit 35, Michigan.



Alcohol Stove Has New Features—

Called the Cook-Pal, a new alcohol stove features a patented burner. The flame is regulated from low heat to high intense flame merely by sliding the control knobs at the front of the stove. Once the intensity is set, the flame remains unchanged without pumping or pressure. Folding windshields attached to the stove add further safety. The burners are fast-lighting and clean burning. Dimensions of the Cook-Pal are 18x10x3½-inches. Total weight is 12 pounds. The maker claims an operating cost of one-fifth that of a propane stove by using denatured alcohol as fuel. If you like a non-pressurized stove, this may be the answer. Price not announced. From Gloy's Import Company, Inc., 11 Addison Street, Larchmont, N. Y.

Rugged Trail Bike—

For those who want an American trail bike that's as rugged as a motorcycle, the new Harley-Davidson may be the right choice. This new machine is called the Scat Trail Model. Powered by a 10-horse, air-cooled, two-cycle engine, the Scat has a final drive ratio as low as 42.3 to 1, which means climbing ability to spare. Suspension is soft yet firm, and the bike can be ridden on either street or trail with no modification. Legal equipment is included with the purchase for street use. It has a three-speed foot-operated transmission. Total weight is 220 pounds—a bit heavier

(continued on page 10)



DOUBLE YOUR FUN WITH THE HONDA TRAIL "55"!

only **\$275** plus destination
and setup charge

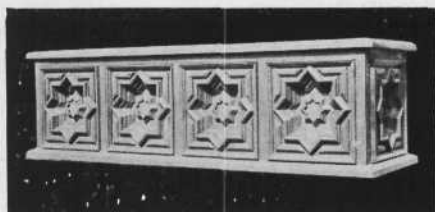
If you want to double your pleasure in fishing, camping, hunting or exploring, add a HONDA (or two) to your equipment. With the all-new HONDA TRAIL "55" on your camper or station wagon, you'll find that the best fun—and the best fishing and hunting—begins where the road ends. You'll go places and see country you couldn't reach before, even in a jeep. No other trail machine can match the economy and superb performance of the amazing HONDA TRAIL "55." Or the popularity. HONDA outsells all other makes by a country mile.

The HONDA TRAIL "55" is a wonder of lightweight power, agility and ease of riding. Its 5 full horsepower, increased torque for greater climbing ability, and 70 to 1 low gear ratio will take you and 250 lbs. of payload up 45 degree slopes and across country that would discourage a mountain goat, yet the HONDA itself weighs just 121 lbs.

Before the outdoor season gets a day older, test ride a TRAIL "55" at one of the more than 800 HONDA dealers. For your nearest dealer, call Western Union by number and ask for Operator 25.

World's Largest Motorcycle Manufacturer

HONDA
AMERICAN HONDA MOTOR CO., INC., P.O. BOX 19-488, LOS ANGELES, CALIF.



Chest of the Stars—exquisitely hand crafted in Mexico for those who appreciate classic beauty and styling that cannot be timed by a calendar. Four door deep moulded relief detail, an exact reproduction of a 16th century Spanish chest, mellowed with a deep dark wax. 70"x21" by 20" high. Delivered for \$399.00. This and other fine decorator pieces may be seen at DESERT Magazine Art Gallery. For Catalog mail 25c to: MUEBLES DE MEXICO, Box 892, Rancho Santa Fe, California.

Easter VACATION

WEEK... Sat., April 6 through Sun., April 14.
Via

RAIL

from Mexicali to Chihuahua

City, through spectacular mountain scenery and past the 7000-foot-deep sister of our Grand Canyon. Return via El Paso, Carlsbad Caverns, Albuquerque and the Grand Canyon in Arizona. This trip will include a visit to the old silver mining town of Alamos, but will not stop at Guaymas.

ROAMING TOURS

Dept. D 2800 University Ave.
San Diego 4, Calif. CYPRESS 5-2373



APACHE LAND

BEAUTIFUL
SCENERY
FISHING
HUNTING
FREE
CAMP GROUNDS
MODERN CABINS

*a Vacation Land
to Remember*

FORT APACHE

INDIAN

RESERVATION

The White Mountain Apache Indians welcome you. Come and enjoy the wonderful mountain climate, the beautiful primitive scenery, clear, cold streams and the best trout fishing in the Southwest.

FOR INFORMATION AND MAPS, WRITE

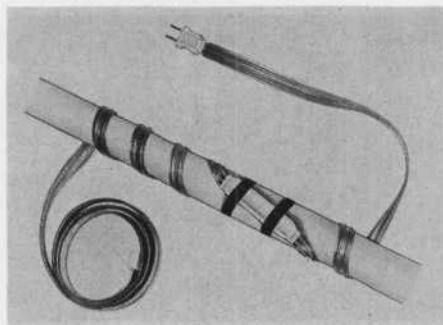
**WHITE MOUNTAIN
RECREATION ENTERPRISE**

P. O. BOX 218
WHITERIVER, ARIZONA

NEW IDEAS

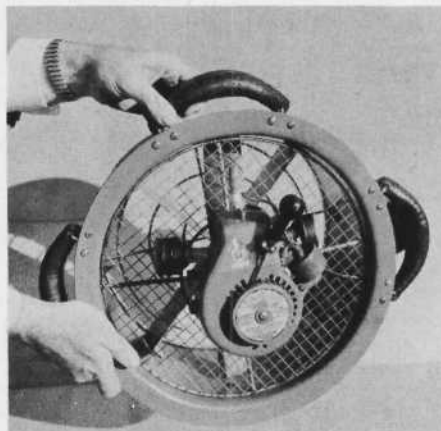
(continued from page 8)

than normal trail bikes, but also a bit more rugged with more available climbing power. I've looked the Scat over carefully. It's a quality item backed by a solid reputation. Dimensions are 81 inches long, 40 inches high (to handles) and 30½ inches wide at handlebars. Ground clearance is 4½ inches. Price not announced. Information is available at any Harley-Davidson dealer, or write the factory: Harley-Davidson Motor Co., Milwaukee, Wis.



Electric Heat Tape—

The High Desert can and does get cold. The annoying problem of frozen water pipes will occasionally face the home owner in these areas. One way to combat the frost is with electric Heater Tape, sold in convenient rolls in 4-to-80 foot lengths. Current requirements are low and economical. Heater Tape draws 6 watts per foot of length on 120 volt service. Wound around pipes, it'll protect lines from freezing down to 58 degrees below zero. The Heater Tape is simply taped against the pipes and plugged in. It's safe to handle and your problem with freezing is over. For prices write: Heater Tape, Smith-Gates Corporation, Farmington, Conn.



Portable Fan with Gas Engine—

Complete with its tiny ¾-horsepower air-cooled engine, the new Stubby powered air fan weighs only 11 pounds. The 12-inch fan blades rotate inside a drum-shaped housing protected by screen-guards on both sides. Airstream is rated at 50 miles an hour. Useful for variety of jobs, from clearing smoke and fumes out of buildings, to mist-spraying and portable cooling. Carrying handles are built into the case. Priced at \$150, from Controlled Airstreams, Inc., 1734 El Segundo Blvd., Gardena, Calif. ///



Art Greene

COLORADO RIVER

BOAT TRIPS

This season explore with the Folks who pioneered boating in Glen Canyon. Visit upper reaches of canyons never before seen.

Enjoy and photograph spectacular scenery from boats approved by U. S. Park Service and U. S. Coast Guard.

Rainbow Bridge, feature of all trips, now a much shorter hike.

Have fun hiking, swimming, fishing, camping. Enjoy congenial companionship, and scenic grandeur on one of our regular 1, 2, 3, 4, 5 or 7 day trips. Also special charter.

Paved road to our lodge where you leave your car and return to it.

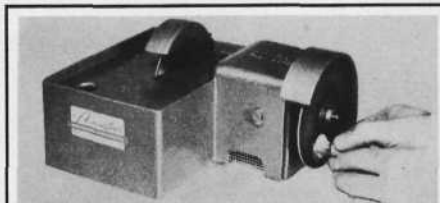
Landing strip. Cabins, trailer space. Restaurant, gas, oil, boat moorings, bait, etc.

For more details, reservations, write:
ART GREENE

**CANYON TOURS INC.
WAHWEAP LODGE**

**P. O. BOX 1356
PAGE, ARIZONA**

First Concessionaires for new Glen Canyon
Recreation Area, Lake Powell



MAKE BEAUTIFUL GEMS NOW! Learn about this fascinating hobby in new booklet, "SO YOU WANT TO CUT GEMSTONES" and Informative Catalog — a \$1.50 value for only 25c in coin or stamps.

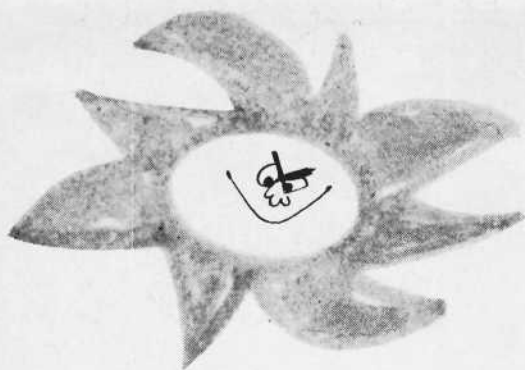
Send along with name and address to:

Covington

Lapidary Eng. Corp.

1st. & Hwy. 99

Redlands D, Calif.



house like an oven?



turn it into Spring!

Get Gas Air Conditioning! How much? Mail coupon.

Sick of hot, smoggy, miserable summer heat? Want the cool, fresh, clean comfort of Spring? It's *yours*—365 days a year when you own Gas air conditioning. (The *finest* you can buy.) How much does it cost? That depends on the size, shape, etc., of your home. *Therefore:* If you'll mail *us* this coupon, we'll mail *you* a free estimate (based on your actual floor plan) of installing Gas air conditioning. Easy? *You bet.* Any charge or obligation? *Absolutely not.* Better mail the coupon today. It's getting hotter.

Gas Air Conditioning
c/o Southern California Gas Company
P.O. Box 3249 Terminal Annex
Los Angeles 54, California

Yes!...I want a free estimate. Hurry!

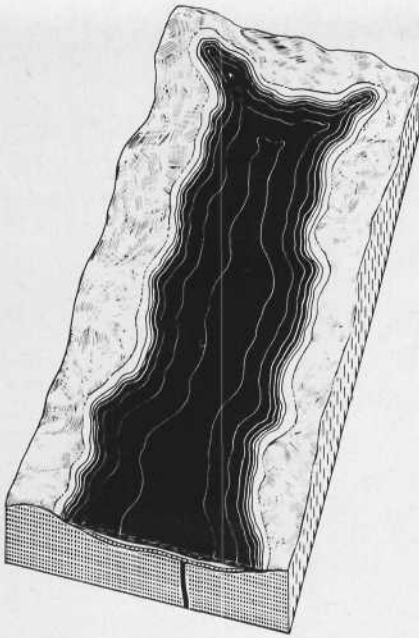
NAME _____

ADDRESS _____

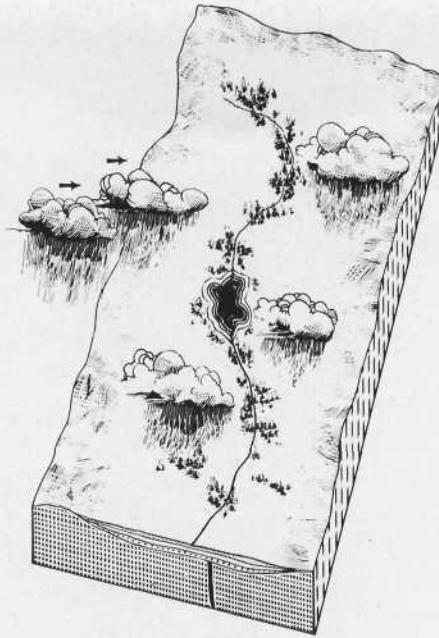
CITY _____ STATE _____

The Quiet Air of Quality is Gas Air Conditioning
SOUTHERN CALIFORNIA & SOUTHERN COUNTIES GAS COMPANIES

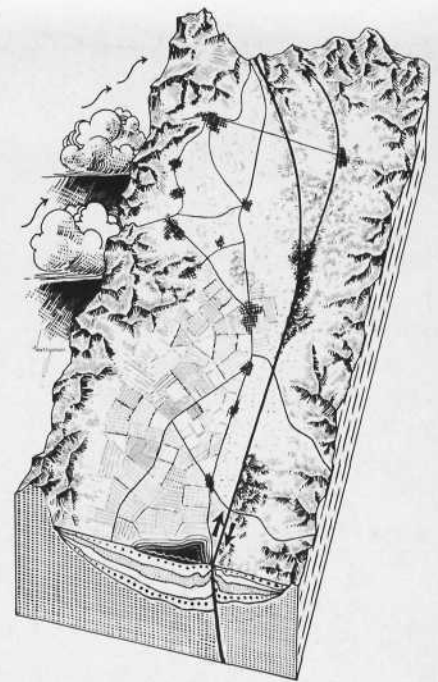
T.M.



1,000,000 B.C.—After the San Andreas fault (vertical black line) created the Salton Trough, it was covered by a layer of coarse conglomerate. Following this, perhaps a million or so years ago, warm tropical waters of the Gulf of California gradually inundated the trough, eventually reaching the present site of Banning. Shales, clays, and sandstones, now containing fossil remains of oysters and other marine life, were deposited at this time.



500,000 B.C.—During middle Pleistocene time gulf waters gradually receded as sedimentary deposits filled the trough. Sediments were now deposited on land, and horses and camels grazed on the grasslands that existed then. Pinyon pine and Juniper probably mantled the surrounding ridges, which at this time were low enough to allow passage of rain clouds from the Pacific.



TODAY—The San Andreas and associated faults, after being dormant during the first periods of deposition, then began renewed movement in later Pleistocene time. The surrounding mountains were uplifted at this time, creating a geographic barrier which prevents moist Pacific breezes from reaching the Coachella Valley. The Indio and Mecca Hills were formed during this period of mountain building, which continues even today as demonstrated by intermittent earthquake activity along the fault (heavy black line).

Coachella Valley

GEOLOGICAL

EVOLUTION: Ocean to Grassland to Desert

By **FRANK POPENOE**

A SUDDEN jar savagely shook the earth. The grass-covered ground along one side of the verdant valley buckled and heaved, sending clouds of dust into the air. A small herd of grazing camels bolted, and several rodents scuttled for the sanctuary of their burrows, only to find them gone, the ground broken as though a giant plow had furrowed the earth.

The scene? The Coachella-Imperial valleys, collectively called the Salton Trough. Time? Approximately the middle of the Pleistocene Ice-Age,

about 500,000 years ago. The cause for sudden alarm (and also the key to unravelling the geologic evolution of the trough)? The 100,000,000-year-old San Andreas fault, which slices through the trough, awakening suddenly from a long period of quiescent slumber.

To understand the evolution of the Salton Trough, and the reason for the change from a once-verdant pastureland to the present sun-baked mecca for winter visitors, we must understand something of the history and mechanics of the San Andreas fault—the dynamic force behind these scenery changes.

This fault is a gigantic fracture in the 25-mile thickness of the earth's

crust. It can be traced from the Mexican border, through the Salton Trough, San Geronio Pass, and thence northward through coastal California to a point 100 miles beyond San Francisco where it slices seaward into a complex zone of fractures in the sea floor.

Movement of the ground along each side of the fault is predominantly horizontal in direction. This is unlike most faults, such as the one which has formed the precipitous eastern face of the Sierra Nevada, where earth movements have been largely vertical. Studies of horizontal rock displacements along the San Andreas fault indicate that the west, or coastal part of the fault, has moved northward relative to the ground across the fault to the east. Although this northward drift along the course of the fault averages only about two inches a year, Nature is patient and content to see the inches grow over the ages into miles. Indeed, some geo-

ABOUT THE AUTHOR: Frank Popenoe (nephew of Paul Popenoe, whose article appears on page 46) received his M.A. in geology at UCLA, during which time he spent some months in the Coachella Valley doing geological mapping in the Indio Hills. "I then returned to Los Angeles," he writes, "rediscovered smog, and took the next bus back to the desert." At present he is associated with the College of the Desert at Palm Desert as instructor in geology.

in Palm Springs...



Golfers pause during game to discuss features of new **GOLF CLUB ESTATES**, near the 18-hole Palm Springs Golf Course, with builder Bob Alexander
beginning at \$19,950...\$995 down

Visit the model, furnished by Arthur Elrod, and check these features:

- 1456 sq. ft. plus enclosed 2-car garage
- Hand-split shake or shingle roofs
- Rheem air-conditioning, forced air heat
- All utilities underground
- Full insulation, complete carpeting
- Range, oven, garbage disposal, ceramic tile
- TV cable available
- 10,000 sq. ft. lots minimum—completely fenced

- In Palm Springs' wind-free south end, off Highway 111
- Driveways, curbs, sidewalks and huge bedrooms, living and family room...lots of closets, service porch, breezeway...
- All set in a stunning new neighborhood a few minutes drive by golf-cart to beautiful greens and fairways of Palm Springs Golf Course. Close to downtown shops, restaurants, theatres; near schools and churches.

ALEXANDER CONSTRUCTION COMPANY

...creator of fine communities



63890 San Rafael Drive
Palm Springs, California
Telephone: 328-4770



THE SAN ANDREAS FAULT TRACES AN ARROW STRAIGHT PATH THROUGH THE INDIO HILLS. MT. SAN GORGONIO IS HIGH-POINT ON SKYLINE.

logists suggest that the total drift along the fault over millions of years may be as much as 350 miles!

Until only recently, geologists believed that the Gulf of California was a depressed trough. However, recent geologic studies indicate that the floor of the gulf is formed of dense basaltic rocks which typically underlie ocean basins. In contrast, lighter "granitic" rocks form continental land masses. Rocks of this latter type would underlie the gulf area had it subsided from the land mass that is now Mexico.

In looking for an answer to the geological puzzle thus presented, two facts stand out in striking detail. First, the San Andreas fault can be traced southward from the Mexican border through the gulf and out into the Pacific Ocean west of the coast of Mexico. Secondly, 250 miles southeast of the tip of Baja California, in the state of Jalisco, Mexico, the northwest-trending coastline takes an abrupt turn westward, forming a curving 100-mile shoreline. This embayment very closely resembles the profile of the tip of Baja California.

In combination, these two facts suggest an imaginative theory of origin for the gulf that is difficult to ignore. That is, over the past 100,000,000 years—beginning about the heyday of dinosaur life on earth—the peninsula of Baja California has slowly drifted northwestward along the San Andreas fault, being separated from its original position 250 miles to the southeast along the Mexican mainland.

Thus, over the unrelenting eons of time, the basic "bedrock" structure of the Salton Trough evolved—a narrow elongate valley, extending inland from the Gulf of California and bordered by granitic mountain ridges.

To decipher the relatively more recent geologic past, however, we must turn to the record contained within the sedimentary rocks. It is here, especially from entombed fossil life we find, that the detailed history of the local region is deciphered.

Sedimentary strata in the area are much younger than the origin of the trough, the oldest sediments being somewhat less than several million years in age. The relative youthful-

ness of these rocks is why local rock-hounds, of which there are a surprisingly large number, must travel to the Mojave Desert and elsewhere in search of prized specimens. In these areas, most of the rocks are far older and many have experienced extended periods of mineralization during which many of the coveted minerals were deposited.

The sedimentary record in the Salton Trough is dramatically exposed in four areas. In these localities, the oldest strata have been squeezed upward by the San Andreas fault from the hidden depths where they had been deeply buried by younger layers of rocks.

The largest exposure is displayed in the Anza-Borrego desert area. Here, the Elsinore and San Jacinto faults, main branches of the San Andreas, have churned the area into a region of uplifted strata which subsequent erosion has turned into colorful badland terrain. Along the opposite side of the trough, sedimentary rocks are exceptionally well-exposed in the Mecca and Indio Hills, and also through the San Gorgonio Pass.

Chapter I of the story of the relatively recent geologic past begins several million years ago during the Pliocene epoch, when horses and camels, ancestors of present-day varieties, roamed the California landscape. The Salton Trough at this time began to receive coarse rock debris eroded from the bordering mountain areas. In what is now the southwest Imperial Valley, more than a half-mile of this coarse basal conglomerate, called the Split Mountain formation, was deposited on the rocky bottom of the fault-formed basin.

In this same area, following this initial episode, large branch faults, that later would deform mile-thick layers of sedimentary strata, served as fissures which tapped deep-seated chambers of molten rock. Finding release along these faults from the tremendous pressures of overlying masses of rocks, this molten magma poured forth, covering areas of the older sediments with lava up to depths of 700 feet, and contributed Chapter II to our story.

While this intermittent pyrotechnic display was occurring in the southwestern area, a thousand feet of coarse granitic and metamorphic rock debris, now called the Mecca conglomerate, was being deposited in the subsiding trough at the base of the foothills to the northeast.

Chapter III presents an altogether different picture. During later Pliocene time, warm tropical waters of the Gulf of California gradually invaded the trough, reaching, eventually the site of present-day Banning in the San Gorgonio Pass. Banning is at an elevation of 2500 feet, and waters of the gulf today are over 125 miles distant!

From the character of the marine fossil life preserved in rocks of this chapter, we are able to determine that the water was fairly shallow, perhaps 500-600 feet in depth. In several areas, extensive oyster reefs developed, remains of which are seen today in beds of fossil oysters.

After perhaps several hundred-thousand years, the gulf waters gradually receded, leaving their record of passing in nearly 4000 feet of distinctive yellowish shales, clays, and sandstones that form the Imperial formation.

History continued, without interruption into middle-Pleistocene time. Next was written Chapter IV, containing the record of more than a mile of land-laid sedimentary deposits, called the Palm Springs formation. It is toward the end of this chapter, recorded in the strata of the



LOANS LOANS LOANS

We Have a Loan Tailored to Your Need

WE LEND ON

- Vacant Lots ● Prime Units ● Acreage
- Buildings to be Moved ● Older Properties
- Industrial Areas ● Trust Deeds
- Real Estate to Consolidate Debts ●

ESCROWS

Sale ● Loan ● Business

INSURANCE

FULL COVERAGE

PEARSON, SCOTT & CO.

- ★ In **HEMET**, Call Jerry Richardson, Phone 658-7267
- ★ In **INDIO**, Call Pat Radice or Chet Simpson, Ph. DI 7-2384
- ★ In **PALM DESERT**, Call Ben Arnold, Phone Flreside 6-8111
- ★ In **PALM SPRINGS**, Call Deane Tummel, Phone 325-5027
- ★ In **BANNING**, Call George Wolfe, Victor 9-4088

PEARSON MORTGAGE CO.

NOTHING LIKE IT —
for Economy, Dependability, Performance



SAVES WHEN YOU BUY—Delivers with WSW Tires, Heater and Defroster, Vinyl Upholstery, Ind. Torsion-Bar Suspension, 4-speed Transmission, BIG 6' x 4'8" bed, up to 2000 lb. payload plus a 12 months-12,000 mile factory warranty.

SAVES WHEN YOU DRIVE—Up to 31 mpg, rugged low maintenance design, standard S.A.E. parts and reasonably priced—*example*: Coil—\$5.90, Points—\$1.30, Clutch (disc)—\$14.50. Parts Immediately available from large factory depots.

'63
DATSUN

*does what the others do
...but for less!*

\$1,596 del.
plus local freight, if any

Write for literature and dealer name:

NISSAN MOTOR CORP. IN U.S.A., DEPT. 3DM
137 E. Alondra Blvd., Gardena, Calif.
Send information on the DATSUN PICKUP.

Name _____
Address _____
City _____ State _____
DATSUN DEALER FRANCHISES are available in some areas.
Write for details.



Holly Day

says:

BUSINESS OR PLEASURE

Whether it's a lovely desert home designed for "gracious living," or a land investment designed for "return," we can fill your need.

For example we have homes that can be purchased from \$15,000 to \$150,000. Some are located on the fairways of America's finest country clubs.



Investment opportunities are unlimited. Do you want long-term capital gains, income with depreciation "shelter," or property that offers income plus your own living? What ever your investment plan, we would like to counsel with you and prescribe the most advantageous program.



Write or call Holiday Realty Corporation today and we will be glad to answer any questions or send any material you request. All without obligation, of course.

HOLIDAY
realty corporation

DICK COFFIN, President

73-671 Highway 111
Palm Desert, California
Phone Flreside 6-6168



FOSSIL SHELLS BY THE THOUSANDS CAN BE FOUND ALONG SHORELINES LEFT BY ANCIENT LAKE CAHUILLA, WHICH EXISTED AS LATE AS FOUR OR FIVE HUNDRED YEARS AGO. THE UNTAMED COLORADO RIVER BROKE INTO THE BELOW-SEA-LEVEL SALTON TROUGH SEVERAL TIMES DURING THE LAST SEVERAL THOUSAND YEARS. THE LAST TIME IT DID—IN 1905—THE SALTON SEA WAS FORMED. LAKE CAHUILLA'S SHELLS—"CONCHILLA" IN SPANISH—GAVE THE VALLEY ITS NAME.

last 2500 feet of sedimentary beds, that the fascinating story of Pleistocene animal life in the valley is told. For from numerous localities in the Anza-Borrego desert, and from several in the Indio and Mecca hills, diligent and time-consuming search by vertebrate paleontologists of the Los Angeles County Museum has recovered a rich fauna of land mammals and birds of middle-Pleistocene age.

Included in this collection from 500,000 years ago are the fossil remains of horses, camels, deer, pocket gophers, tapirs, turtles, and birds of several species. Because many of the fossils found in the sedimentary rocks of the Palm Springs formation are the remains of grazing animals, it can be seen that the now arid valley must have been covered by prairie grasslands at this earlier time. Pinyon pine and juniper probably mantled the now-barren ridges that border the trough. These mountains must have been at a much lower altitude than at present in order to allow passage of the moist Pacific Ocean breezes that kept the grasses and other vegetation flourishing.

Marine fossils found here and there throughout the last 2500 "pages" of Chapter IV show that from time to time, waters of the gulf slowly advanced, inundating extensive areas of grazing land. Later, as these waters receded, they left a varied record of shallow-water marine life in their passing. Thus, ancient shorelines of the gulf can be identified in some of the exposed strata.

Chapter IV ends abruptly as a loud rumble and an earth-shaking shudder opens Chapter V; the mighty San An-

dreas fault, after slumbering through the first four chapters, has awakened, eager to resume its rightful place as lead character in our geological drama.

During this chapter, rock slippage along the fault, driven by renewed forces deep within the earth, occurred with quickening pace, and the rumble of earthquakes was heard with greater and greater frequency. Sedimentary strata in various areas of the trough were slowly squeezed upward along the major faults, forming low hills that may have reached an elevation of 1000 feet. The embryonic Indio and Mecca hills were formed at this time.

But of greater eventual significance to future animal life in the trough, the bordering ridges began to rise to higher levels along the bounding faults. The low hills which now at much greater elevation form the Santa Rosa - San Jacinto - San Geronio chain, rose higher and higher with each shuddering earthquake. It was the elevation of the mountains that formed the geographic barrier between the Salton Trough and the coastal areas, preventing the cool ocean breezes from reaching the valley area. Thus was created the desert. With the gradual change to a more arid climate, grazing animals such as horses and camels moved out of the trough area to greener pastures.

At length, later in the Pleistocene epoch, the San Andreas temporarily exhausted its vast reservoir of energies, and Chapter V quietly ended.

Erosional activities of rain, running water, and wind—the tools of Nature which humble even the greatest of mountain ranges—occupied the

first half of Chapter VI which followed. During this time, the low hills of squeezed-up sedimentary rocks were slowly eroded to valley level. Later pages in this chapter show that renewed sedimentary deposition occurred throughout the trough, and several thousand feet of sandstone and conglomerate, called the Ocotillo conglomerate, were laid down at this time. It is these sediments that presently mantle the main Indio Hills.

Our lead character, the San Andreas fault, re-enters the story in Chapter VI which began in late-Pleistocene time and continues to be written even today. With renewed enthusiasm for its task in rearranging the local scenic topography, the San Andreas proceeded, through intermittent heaves and shudders, to squeeze up again the main areas of sedimentary strata. The Indio and Mecca Hills attained their present altitude and configuration at this time.

Very late in this chapter, perhaps a thousand or so years ago, Lake Cahuilla, the ancient freshwater ancestor of the present Salton Sea, was formed. This 2000-square-mile lake was created when the Colorado River temporarily shifted its course, filling the below-sea-level trough to overflowing. The high-water mark, 40 feet above sea level, can clearly be seen west of Highway 99 at Travertine Point.

Lake Cahuilla existed until as recently as 400-500 years ago, when gradual evaporation caused its predestined disappearance. In addition to the high-water mark, however, it left its record of passing in countless millions of tiny shells that can be found along the numerous shorelines left by the receding waters.

In 1905 the runaway Colorado River attempted a repeat performance by overflowing the great Imperial irrigation canal and flowing again into the Salton Trough. However, owing to an heroic engineering feat, the flow was halted. The Salton Sea is the result of this two-year channel diversion.

Creation of the Salton Sea, however, is but a late page from the consoling book in which the fascinating evolution of the Salton Trough is recorded—the story which continues even today. Next time the mighty San Andreas rumbles and shakes the earth, think not of its savage potential for destruction, but rather of its dramatic role in creating the desert oasis of the Coachella-Imperial valleys—home to thousands, and recreation center for countless others. ///



FHA-VA
Lowest Terms
Possible

TRAM VIEW ESTATES

racquet club road, Palm Springs

FEATURES YOU'LL LOVE!

- Slate Entry
- Frigidaire Built-in Range & Oven
- Frigidaire Disposal
- Cement Patio Between House & Carport
- Amana Heat Pump (Both Heating & Cooling)
- 5' Redwood Fencing

HOMES from
\$20,200

True Suburban Living

You'll enjoy desert living more when you live in
Tram View Estates . . . True suburban living . . .
with direct route to shopping, schools, civic center.

On Racquet Club Road, just east of Indian Avenue,
near Riviera Hotel. Sales office and model homes
open every day, 9:00 a.m. to 8:00 p.m.

1187 Racquet Club Road

SALES OFFICE: 324-5500

Bob F. Roberts & Assoc.
BUILDERS





FARRELL AND RALPH BELLAMY PEDAL DOWN PALM CANYON DRIVE IN AN EARLY-'30s PALM SPRINGS CIRCUS PARADE

"...and so we started the Racquet Club"

By CHARLES FARRELL

PLACES LIKE the Racquet Club are not planned. They just happen.

Here's how this particular place happened:

I came to Palm Springs in 1931, worn out from making one picture after another. Taking Janet Gaynor's advice, I stopped at a real estate shack on the outskirts of town (in

those days the whole town was out-skirts!) and asked for Harold Hicks.

I told Harold that Janet had recommended him to me; that I needed someone to show me around the desert, and particularly to find me some sort of place to live in. This was the beginning of a fine friendship. Harold steered me to an apartment at the Casa Palmeras, and he gave me a guided tour of this strange, sunny country that people were talking about as being a good place to live—at least in the winter months.

At the time, Palm Springs consisted of two big hotels—the Desert Inn and the newcomer El Mirador—a smaller one, the Palm Springs Hotel, and a thin scattering of motor courts, drug store, coffee shops, one or two restaurants, and stores. It was quaint and quiet. The village's world-wide reputation still lay dormant.

Harold's dad, Alvah Hicks, had great faith in Palm Springs' future. He helped put together a mutual water company, ran open ditches through the desert and bought up hundreds and hundreds of acres of "worthless" railroad land.

Two hundred of these acres had my name on them. One day Harold

ABOUT THE AUTHOR: Charles Farrell has had three successful careers: motion picture actor ("Seventh Heaven", "Street Angel"); resort club owner-operator (the Racquet Club in Palm Springs); and television actor ("My Little Margie" series).

two prestige developments!

**HAL KAPP
TED SMITH**

**DESERT PROPERTY
CONSULTANTS, INC.**

DEVELOPERS AND
EXCLUSIVE
AGENTS

**74-004 HIWAY 111
PALM DESERT
Flreside 6-6113**

PALM DESERT HIGHLANDS

The Bel Air of the desert

Have you ever dreamed in technicolor? You will think you are when you stand on one of these breathtaking view lots. Truly a VALLEY VISTA! Large lots in an exclusive area. Lovely executive homes surrounding with architectural control. Beautiful entrance gates to this estate property. This development is one of the finest values offered in the desert.



FAIRWAY HEIGHTS

Adjoining the new Eldorado West in the Exclusive

Eldorado Cove

On a street of greatest prestige—drive from the Shadow Mountain Golf Course straight through the finest golf course area on the desert, on to Eldorado and Indian Wells. A view of golf courses with pastel mountains beyond, a lovely home site, with Eldorado Country Club, Polo Club and numerous other golf clubs as your neighbors.

NOW 2 GREAT RADIO STATIONS TO SERVE YOU!

— THE ALL NEW —

KDES-FM

*A New Dimension
in Radio Listening*

FEATURING
FM - STEREO

DIAL 104.7 mc.
20,000 WATTS OF POWER

— CELEBRATING 6TH YEAR —

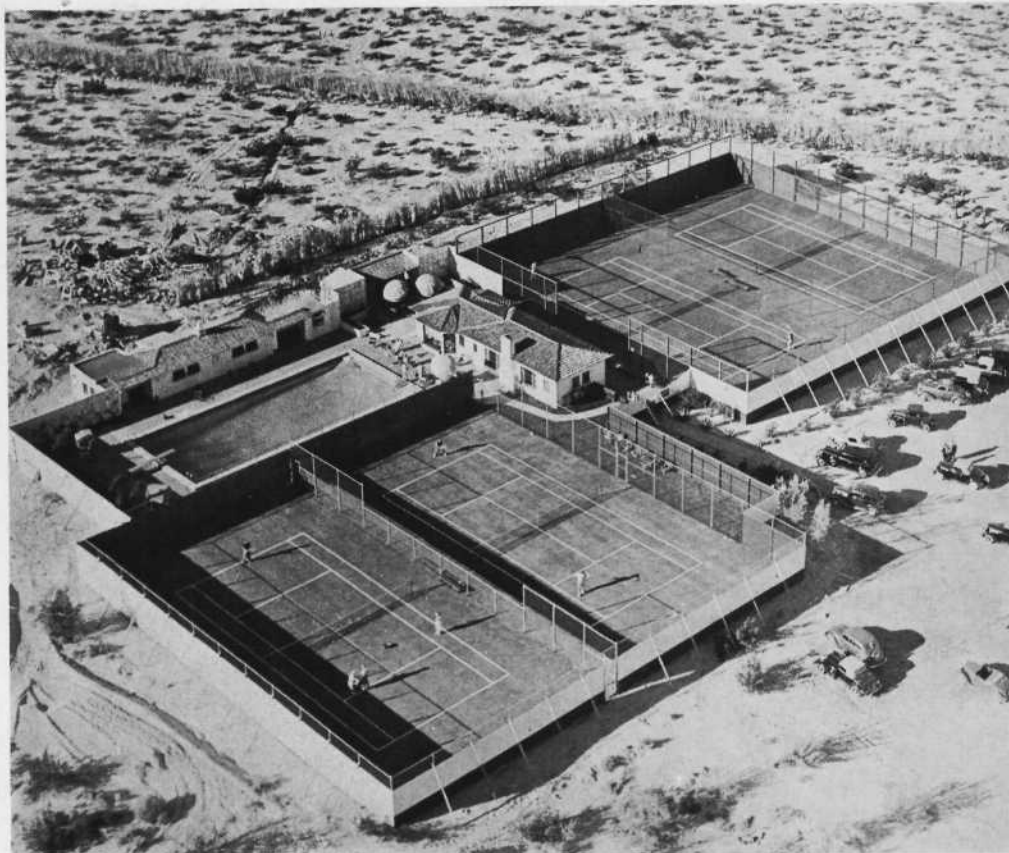
KDES-AM

*The First Word in
News the Last
Word in Music*

DIAL 920 kc.
1,000 WATTS OF POWER



ABOVE: Ingredients for relaxation: sunshine and tennis. From left, Farrell, Paul Lucas and Spencer Tracy.



RIGHT: The Racquet Club in 1937. Original double courts are at top. Note long rows of young tamarisk trees across back of property, planted as windbreaks.

said to me, "I know where you can buy 200 acres of land for \$30 an acre."

Frankly, I wasn't impressed. "Where is it?" I asked, not having to feint disinterest.

"A half-mile or so from El Mirador," he answered.

"A half-mile!" I cried. Now I was sure we were wasting our time. But, Harold insisted. He loaded me into his flivver and we went bouncing out of town over a winding cart road to the above-mentioned land, and I had a look.

Later, I was talking to Ralph Belamy, and in passing I mentioned the \$30-per-acre land.

"Thirty dollars an acre!" he said. "Is it under water?"

"No . . ." I started to say. He cut me off before I could go on.

"Why the hell didn't you buy it?"

"What would a guy like me do with 200 acres of land?" I asked weakly. I knew my goose was cooked. Ralph and I formed a partnership and bought the parcel of land.

The town was full of grounded tennis players. There were 40 or 50 of us from the picture business—Paul Lucas, Charlie Butterworth, Warner Baxter, Carol Lombard, Gilbert Roland, Jack Warner, Ginger Rogers,

Mervyn LeRoy—and many, many others. We spent a good deal of our Palm Springs vacation time wandering around in the sunshine looking for a place to play tennis. The Desert Inn and El Mirador each had one tennis court. Neither place minded us playing there as long as we didn't crowd out the paying guests. It was a frustrating time for anyone who loved tennis, so in desperation Ralph and I decided to build a tennis court of our own.

By this time I had a house in Palm Springs and we talked about putting the court in my backyard. Ralph also had a house and we looked over his backyard, too. Finally, we decided the backyard idea was out. It would be better to build a tennis court in the wind-swept desert, right smack in the middle of our 200 acres. A half-mile was not too far to go to play tennis when one had the game in his blood. And besides, the land had to be put to some use.

We contracted with the best tennis court constructor we could find. His instructions were to build the best court money could buy. In fact, we told him to build the *two* best courts money could buy. After all, Ralph and I reasoned, if we had two courts we'd never have to feel guilty about hogging a single court for ourselves from sunrise to sunset.

We built high backgrounds for the

courts. I knew quite a bit about the game and in the planning stage I paid a lot of attention to important details such as acoustics.

We decided our pals would have to pay \$1 a day to play tennis on our beautiful new courts—\$1 for hitting one ball or playing all day. We opened Christmas Day of that year, the same day Hal Roach and his associates launched the Santa Anita race track. I remember a couple of days later when Hal, who was quite a tennis player, came over to our place. I asked him how things had gone at Santa Anita on opening day and he rattled off figure after figure—the gate receipts were umpteen thousand dollars, the pari-mutuel wagering had reached eight-hundred-thousand-umpteenth-umpteenth dollars, the clubhouse took in ninety-nine-million-billion, and so on and so forth.

And then Hal asked me the same question: "How did you do here?"

"Oh," I answered casually, "we did great—we took in \$18—this from the guys we could catch!"

Soon after we got started, the talk around town was that we were going to get into the tennis club business. This was the farthest thing from our minds—we just wanted to play tennis. Heck, it was tough enough trying to collect the token dollar-per-head fee we were charging. But, the rumors



ABOVE: The Racquet Club
In the '40s—after it had
"grown up."

RIGHT: Seated at the pool
are the music world's Bing
Crosby and John Scott Trotter.



persisted, and all our friends encouraged us to take the plunge, so we said, "Okay—we'll start a tennis club."

The asking price for a membership was \$50. Then we sold a few at \$75. It's a funny thing—the more we asked the more we sold. Soon the price was \$100.

Then we realized that we didn't have enough courts. So we got the contractor back to build two more.

When you have four tennis courts, you have to have some accessories—like patios, club house, and boys' and girls' rooms. Later we had to have a place to cool our Cokes, and a place to make sandwiches. Then the fellows wanted to have some drinks, so we put in some little lockers. Finally we put some showers out back, and then we dammed the irrigation ditch to make a swimming pool.

Before we could turn around, our little tennis hangout was all grown-up. Now it was the Racquet Club, with a capital R and a capital C. Our \$30-per-acre land had sort of matured, too. Whenever we needed money for an improvement or addition to our club, we sold off some land—which by now was commanding \$500 per acre.

I'll never forget our formal opening as a full-fledged tennis club. This was in the early part of 1932. Every-

one in Southern California wanted to attend the club's coming-out party. My good friends, Melba and Frank Bennett, who had a place called the Deep Well, brought out a couple of truck-loads of chicken ala king and all sorts of other food, and we had a big spread—for a most illustrious gathering of picture-business people. Some of the celebrities attending included Marlene Dietrich, Douglas Fairbanks, Mary Pickford, Robert Taylor, Ginger Rogers, Charlie Butterworth, Paul Lucas, Joan Crawford, Carol Lombard, Spencer Tracy, Frank Morgan, Will Rogers and Big Boy Williams.

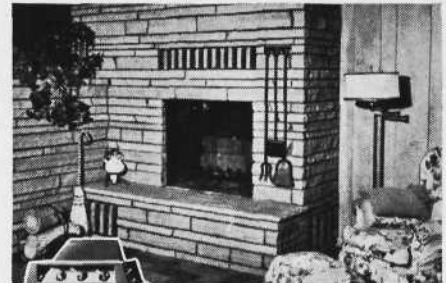
Soon the membership tab was \$150 and everything looked rosy. So we went off the deep end and built a big beautiful dining room and bar. Naturally, to go with these we needed a big beautiful kitchen and big beautiful everything-else—and just about the time everything was built, things started getting tough.

I am fortunate that this personal depression didn't last too long. When show-business people began realizing that the Racquet Club was a place where they could get together and make their own fun, national recovery hit Charlie Farrell. (By now I had bought Ralph out and he had gone back to the New York stage.)

William Orr, now a big producer

HOW WOULD YOU HEAT YOUR HOME IF THE GAS AND ELECTRICITY FAILED?

Hundreds of thousands of home owners have provided for this emergency by building their fireplaces around Heatform, the double-walled heavy steel unit, with spacious air chambers surrounding the firebox and upper throat that capture and circulate through the home, heat that is lost up the chimney by the masonry lined fireplace. HEATFORM, a complete unit, hearth to flue, is a perfect guide for the masonry walls, eliminating construction errors and smoke trouble.



WRITE TODAY FOR FREE LITERATURE on all five models of HEATFORM for every style and size of fireplace.

SUPERIOR FIREPLACE COMPANY

Dept. D-H

4325 Artesia Avenue,
Fullerton, California

EXPLORE UNDERGROUND

Years ahead transistor locators. Detect gold, silver, coins, relics.

Write for free information to
Curt Fisher, Underground
Explorations, Box 793, Dept.
3A, Menlo Park, California.

A HOBBY THAT PAYS

CRUISE

Colorado River Canyon Lands
WITH

TEX McCLATCHY

See the Heart of the Proposed
Canyonlands National Park

Smooth water . . . comfortable, jet propelled
boats . . . licensed, experienced river guide.
70-mile, round trip daily . . . picnic by the
river . . . fun for the whole family.
Charter trips available for one to five days
. . . reservations necessary.

Write for details to:

TEX McCLATCHY

Box 1225A

Moab, Utah

Phone 253-2312

At The Desert Magazine Art Gallery



March 1 to 20 — Dynamic desert designs in oils and water-colors by Emil Kosa, Jr., Charles Dye, Eva Worcester, and Art Riley.

March 21 to April 11 — Exciting contemporaries and colorful conventionals by Gerda With, Sam Hyde Harris, Paul Dyck, and Fred Penny.

April 12 to May 18 — "Artists' Dauberoo" for members of Southern California art clubs. Write to Paula Munson, Director, Desert Magazine Art Gallery, Palm Desert, for information.

Open Daily, 9 to 5

Palm Desert

in television, was a ham at heart—and a great master of ceremonies. He'd jump up and call on Bing Crosby to sing a song or two—and then he'd lead Judy Garland up to the mike, and so on. Others who kept the ball rolling were Morry Amsterdam, Rudy Vallee and Mischa Auer. Soon, everyone was in the act—and it was some act! They even got me to sing a song now and then, and my wife, Virginia, would get up and dance.

During this time, while so much was going on indoors, there was a great deal going on outdoors, too. We had a lot of real good tennis players, and the Racquet Club has seen more than its share of top tournaments. The Davis Cup team trained here on several occasions. I remember watching Jack Kramer play on our courts when he was still a kid. A young Don Budge told me his decision to return home to Berkeley and train to become the world's greatest tennis player—which he did.

The penalty for success is changing the world as it once was. Perhaps this is so. As the Racquet Club—and Palm Springs—hit their stride, the publicity they were receiving throughout the world acted as the special kind of magnet that attracts people. As we welcomed more and more guests, the professional entertainers became more and more reluctant to participate. After all, they had come here to take a vacation from work—and surrounded by a sea of strange faces is work, even if you are doing nothing more entertaining than having a quiet dinner.

And so, the old gang split up. Some of the big stars have sort of taken to the hills. Mere mortal "picture people" in the '30s, today these good friends are institutions. You can't blame them for wanting sunny hide-aways of their own.

Palm Springs has grown and grown and grown. People who have retired want it to stay as it is, and those who are in business want it to continue the climb. Personally, I don't think the town's potential has even been scratched. Those who don't particularly like the hustle and bustle of a modern resort will continue moving on down the line to Thunderbird, Tamarisk, Palm Desert, El Dorado and La Quinta. Or they can hop on a jet and in four hours be in New York's freezing cold.

I welcome this variety and breadth of choice. After all, had I been satisfied with Palm Springs being a two-tennis-court town, there would never have been a Racquet Club. **///**

Uncover the secrets of the West's romantic history... gem-minerals and cultural artifacts of past ages lie hidden in these legendary areas of lost mines and buried treasure...

Follow the old trails of the Spaniards, Padres, Indians and Prospectors with

GOLDAK METAL/MINERAL LOCATORS

model 520-B The "CHAMPION"

The lightest and most sensitive metal/mineral locator of its type ever developed, the "Champion" instantly detects buried metal objects, gold, silver and minerals to a depth of eight feet!

Fully transistorized, yet of simple, easy-to-operate design, the "Champion" is equipped with a tunable detection head for maximum sensitivity over mineralized ground, as well as a special, curved, folding aluminum handle for lighter weight, ease of storage and balanced, one-hand operation.

\$127.50

Write or phone today for FREE Literature!



THE GOLDAK COMPANY, INC.

Dept. DD-3, 1544 Glenoaks Blvd., Glendale, Calif. • CH 5-6571



A STANDPIPE SPEWS WATER FOR CROPS



FOUNTAINS GRACE CANYON COUNTRY CLUB

WATER FOR A THIRSTY DESERT

By PHILIP H. AULT



SPRINKLERS PACK-DOWN A DUNE PREPARATORY TO MORE CONSTRUCTION AT PALM CITY

ON THE golf courses of the Coachella Valley huge revolving sprinklers spread their gleaming arcs of water hour after hour with a soft chuff-chuffing sound. Even at the peak of the desert summer heat the turf grows a deep luxuriant green under the watering.

In the date gardens around Indio the majestic trees stand ankle-deep in furrowed ponds of water, soaking up its life-giving power.

Across the road, or barely the other side of the fence, from these symbols of the valley's recreational and agricultural wealth lies the raw desert. The contrast is startling—a paradox of abundance mingling with thirsty sandy land.

A desert is dry. Yet miraculously, much of this valley seemingly abounds in water even though a mere three inches of rainfall dampens its surface each year. Far from hoarding the water supply, valley residents are profligate in its use.

Not so long ago the entire valley was barren. Where Palm Springs, Indio, the country clubs and the vineyards stand, the land was as stark and

naked as the dry undeveloped areas are today.

Then came the water . . . and after the water, the people.

Actually that isn't quite accurate, because much of the water had been under the valley for centuries waiting for people to tap it. The historical marker on Highway 111, just east of Miles Ave. junction at Indian Wells, commemorates one of the few efforts by the Indians to draw water from below the ground. It wasn't until inquisitive pioneers probed beneath the valley floor with well-digging equipment, however, that water potential of the Coachella Valley became evident.

Perhaps the most common question asked by newcomers to the valley is, "Where does all the water come from?"

The answer is two-fold:

1. A vast underground pool, extending from Whitewater at the western end to the Salton Sea at the east—the entire length of the valley. This has been built up over the centuries by underground runoff of rain and snow water from the mountains that fringe the valley to the west, north and south.

2. Irrigation water brought a hundred miles across the desert from the Colorado River through the All-American canal. This water is piped

ABOUT THE AUTHOR: Phil Ault is executive editor of the Pinkley newspaper group which operates daily and weekly newspapers in Riverside, Imperial and Orange counties. He is the author of six books, including *This is the Desert* and *How to Live in California*. During the war years, Ault was chief of the London bureau of United Press and a battle-front correspondent. He helped found the Los Angeles Mirror in 1948, and for a decade was its assistant managing editor and editorial director. Ault lives in Palm Desert.

MARKET BASKET PHOTO CO.

P. O. Box 2830, San Diego 12, Calif.

Low priced photofinishing; film,
cameras and Kodachrome
processing.

Developing & 12 jumbo prints
from Kodacolor film \$2.42

Developing & 12 jumbo prints from
Kodacolor film — including a
new roll of Kodacolor \$3.30

Kodacolor reprints jumbo,
each 16c

8mm Movie Processing,
color \$1.05

Other photo prices comparably low

Send for free mailing envelope

MARKET BASKET PHOTO CO.

P. O. Box 2830, San Diego 12, Calif.

OPALS and SAPPHIRES

Direct From Australia

This Month's Best Buy

SPECIAL OFFER

MINE RUN COOPER PEDY AND
ANDAMOOKA OPAL

Mixed Colors & Sizes

1 Whole Pound \$15.00 — FREE SEAMAIL

Send personal cheque, international money
order, bank draft. Free 16 page list of all
Australian Gemstones.

AUSTRALIAN GEM TRADING CO.

294 Little Collins Street
MELBOURNE, C.I. AUSTRALIA

SMOKE TREE

(Dalea Spinosa)

SEEDS

..... \$1.50 per
packet

Also available: Saguaro, Joshua Tree, Ver-
bena, Desert Holly — plus seeds of 700
other native plant varieties. Send 50c for
complete catalog:

CLYDE ROBIN

P. O. Box 2091 Castro Valley, Calif.

KENT FROST CANYONLANDS JEEP TOURS

The Famous Utah Needles Country, Salt Creek,
Angel Arch, Castle Arch. Historical Mormon
Trail of 1880, Lake Powell Shore Line Area,
Canyonlands Country: Including Land of
Standing Rocks, Grand View Point, Upheaval
Dome and Monument Canyon.

\$25 per day per person

For further information and reservations write:
Kent and Fern Frost, Canyonlands Tours

295 Blue Mt. Drive Monticello, Utah
Phone JU 7-2787

onto the agricultural lands of the cen-
tral and lower portions of the valley.

A motorist driving across the bar-
ren sandy stretches in the middle of
Coachella Valley may find it diffi-
cult to believe that a water supply
lies beneath the ground, waiting to
be tapped. It is there, however in
sufficient quantity to turn the area
green when somebody invests suffi-
cient capital to bring the water to the
surface.

That has been the story of one de-
velopment after another in the cen-
tral and upper portions of the valley,
from Indio westward through Palm
Desert to Palm Springs.

The bustling retirement communi-
ty of Palm City provides a striking ex-
ample. Today hundreds of homes are
built and occupied there, clustered
around a golf course. Three years
ago this area in the center of the val-
ley floor was bone-dry desert with
only a sprinkling of thirsty vegeta-
tion.

One of the first moves by the devel-
opers was the digging of a deep well
to reach the underground water pool.
Once water began to flow from this
well, construction of the community
became possible.

The water supply of the valley un-
derlies the watershed of the White-
water River, that usually dry stream-
bed meandering down the center of
the valley from the mountains at the
western-end and into the Salton Sea.
Additional mountain runoff water
enters the pool beneath the surface
of Deep, Palm and other canyons de-
bouching into the valley from the
San Jacinto and Santa Rosa moun-
tains.

Several private water companies
supply water from this underground
accumulation to upper and central
valley communities. Residents of the
city of Indio receive water from mu-
nicipal wells. The Palm Springs area
is served by the Palm Springs Water
Company, which draws its water
from two sources—approximately 60
percent from wells and 40 percent
piped in from Chino Canyon, Falls
Creek and Snow Creek on the slopes
of Mount San Jacinto. In Palm Des-
ert, the Palm Desert Water Co. sup-
plies most of the area south of High-
way 111 and the Community Service
District pumps and sells water north
of the highway. The Coachella Val-
ley County Water District has lately

gotten into the domestic water busi-
ness, serving several areas including
Salton City, Indian Wells Village and
the North Palm Springs area.

Draw a line across the valley at
Washington Street, which runs from
La Quinta northward past Palm City
to U. S. Highway 60-70-99. East of
this line the water storage changes,
because Washington Street is the
western boundary of the area served
by the Coachella branch of the All-
American canal. From this line east
to the Salton Sea the waters of the
Colorado River provide an abundant
irrigation supplement to the natural
underground supply.

Canal water is available in the area
north of the Southern Pacific Rail-
road tracks, extending westward be-
yond Thousand Palms.

Thanks to the availability of this
relatively cheap and abundant canal
water, the lower portion of the
Coachella Valley is a rich and varied
agricultural area. There was extensive
farming in the lower valley with well
water before the canal was built in
the late 1940s but development was
restricted by the water supply.

Distribution of this irrigation water
by pipes from the canal in the lower
valley has been a key reason for the
postwar expansion in the entire val-
ley. Without it, all the recreational
and agricultural development would
have been hampered.

Arrival of the first water from the
Colorado River on March 29, 1949,
was the end result of an immense en-
gineering project and intricate day-
by-day administration.

Water is taken from the river at
the Imperial Dam, eighteen miles
above Yuma. It is run through de-
silted basins. Then it is channeled
into the All-American canal and flows
west through the dunes into the Im-
perial Valley. At the eastern edge of
that valley the Coachella branch ca-
nal strikes off northwestward, carry-
ing the water along the base of the
mountains past the Salton Sea and
into the Coachella Valley. The
Coachella branch runs north of In-
dio, then cuts across the valley and
down through the ranch lands below
La Quinta.

A gallon of water poured onto a
vineyard near the city of Thermal
has traveled approximately 140 miles
through man-made watercourses from



DATE GARDEN MUST HAVE ITS "HEAD IN THE SUN, FEET IN WATER." ANNUAL WATER NEEDS OF AN ACRE OF DATES IS SLIGHTLY LESS THAN 8-ACRE-Feet PER-ACRE REQUIRED BY A GOLF COURSE.

the Colorado River. Its arrival isn't a matter of chance, but of highly complicated scheduling.

The water is ordered from Parker Dam, upstream from the Imperial Dam. Our sample gallon takes three days to flow from Parker to Imperial, and another two days through the canal system to its ultimate destination in the vineyard.

Each Tuesday the Coachella Valley Water District, distributor of the canal water, places its water order for the following week, based on known needs and anticipated consumption. Weather has such an influence on the needs that the district forecaster's five-day predictions have a strong bearing on the watermaster's order. Although the district's master order must be turned in 13 days before some of the water is used, a rancher can place his request for delivery as late as 5 p.m. the day before he needs the water.

Water experts talk a jargon of their own, tossing around such terms as acre-foot, cubic-foot-per-second, adjudication and priorities. It is easy for the layman to get lost in this watery maze and to become bogged down in the mire of technicalities and interrelationships. Translated into simplest terms, the water supply situation in the Coachella Valley today stands like this:

The lower valley—the area known as Improvement District No. 1, serv-

ed by All-American canal water—is in excellent shape. There is plenty available, at moderate prices, and things probably will remain that way indefinitely.

The upper valley has sufficient water for the immediate future, although it is dipping into its underground reserve. However, the arrival of supplementary water from northern California (Feather River) is scheduled in time to prevent a shortage created by the heavy population growth.

In the Desert Hot Springs area there is a third "kind" of water—hot thermal water from the San Andreas fault. This water is the basis of the community's tourist business—and the supply is unlimited.

For many years the water level in the lower valley wells was dropping. The farmers and communities were overdrawing nature's bank account, pumping more water from the underground pool than was being replenished by natural sources.

Since completion of the All-American canal branch, this trend has been reversed. The underground water table in the lower valley has been rising. A man with a shovel need dig down only a few feet before he strikes signs of water in many lower valley locations, thanks to the cumulative effect of the canal water irrigation.

However, it is still necessary for a rancher in the lower valley to bring

ARCTIC CIRCLE®

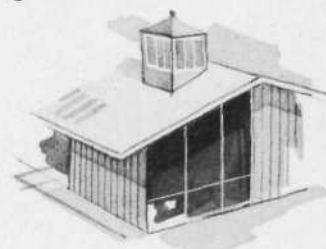
FRESH-AIR COOLING



DESERT-PROVED

for more than 23 years

A gentle breeze of fresh, cool air flows constantly into every room when you cool your home with an Arctic Circle V-Series Air Cooler. Patented Microglas liners on the cooling pads help keep out dust and pollen. For more than 23 years, Arctic Circle Coolers have led in features that assure better cooling at lower cost.



See the Yellow Pages
for the Nearest

ARCTIC CIRCLE Air Cooler DEALER



New Improved METAL DETECTOR

Finger tip nob control... low cost operation... greater sensitivity... battery checker... easy to operate... depth: 6 ft....

Model 27 (DeLuxe) photo above \$119.95
MODEL 711 \$149.00

NEW NEW NEW
RAYTRON'S MODEL 990 \$165.00
NEW SUPER SCOPE

Completely transistorized, with long durable life... easy to operate... maximum sensitivity and performance up to 28 ft. depth.

★ ★ ★ ★

LAKEWOOD CHEMICAL KIT \$36.00
Shipped express only

MINERALIGHTS: complete line from
\$12.75 to \$109.50.

★ Lapidary Equipment - Supplies ★

Gems-Minerals
Books ★ Jewelry
★ Tools

★ ★ ★

Triple Beam
Balance
by Ahaus

Complete with
specific gravity
attachment, and
cover \$41.25



Compton Rock Shop

1405 S. Long Beach Blvd., Compton, Calif.
Telephone: 632-9096

Your Guide To Desert Investing

Wheeler's Desert Letter brings you the first-hand business news and trends throughout the Coachella and Imperial Valley areas. In four typewritten pages each Thursday, it summarizes the happenings—business-wise—from Riverside Court House, from Palm Springs and Palm Desert, from the lettuce fields and date groves, from subdivisions and market places.

This privately-written Kiplinger-type weekly, coming into its fourth year, is recognized by banks, investors, business houses, as an accurate barometer of conditions and prospects in the desert areas.

Quite frequently it is days and even months ahead of the actual news—and on the record—it is generally right.

Join the 1% BEST INFORMED on desert business by subscribing to Wheeler's Desert Letter.

An 8-weeks trial is \$5. Annual subscription \$37.50 or, for complete service, binder, maps, etc., \$75.

WHEELER'S DESERT LETTER
Drawer WW, Palm Springs, Calif.

Registered with the U.S. Securities and Exchange Commission.—Adv.



A "JACKRABBIT HOMESTEADER" ON THE NORTH SIDE OF THE VALLEY USES A CUP TO GIVE HER PLANTS A DRINK. WATER IS DELIVERED TO THESE CABINS BY TRUCK. NOTE TANK ON ROOF.

up water from a fairly deep well for drinking purposes.

Lowell Weeks, general manager of the Coachella Valley County Water District, explains that a "cap" of clay underlies the lower valley from the Salton Sea to about the Indio area. The canal water poured onto the ranches is quite saline; it seeps down eventually to this clay cap and is held there. The underground "natural" water from the mountain runoff percolates below the clay cap, and must be brought through it for domestic uses.

The further we go up the valley from Indio, beyond the limits of the canal service area, the less satisfactory the underground water situation becomes. Heavier and heavier pumping to meet the demands of the growing population is forcing the water-table steadily lower, as much as five feet a year in some areas.

The Palm Desert Water Company's deepest well is 380 feet. In Palm Springs the 10 wells average 500 feet in depth.

Even with the spectacular increase in demand, nobody is worried that the upper Coachella Valley will run out of water in the near future.

Nevertheless, men of foresight are urging greater attention to the economical use of water, to cut down on waste. Some of them claim that the golf courses are among the worst wasters because they pour more liquid onto the links than is necessary to keep them green. Other specialists contend that most of the surplus water on the golf courses isn't wasted at all because it seeps back into the underground supply.

Everyone agrees, however, that

evaporation, especially in summer, consumes a considerable portion of the water exposed to the air for a prolonged period.

Gardeners who handle several houses also are blamed for water waste because they let sprinkler systems run at each house longer than necessary while they make their rounds from house to house.

There are many ways in which water could be saved—if public pressure for water economy became intense enough. So far it hasn't. No dire warnings about the threat of rationing have been sounded, nor is there any immediate need for such alerts. Nonetheless, greater care in usage can reduce the consumer's water bill.

With the heavy watering needed to keep lawns green, the average family in the valley is estimated to use 20,000 to 23,000 gallons of water a month, about three and a half times as much as a similar family uses in Los Angeles. Three-fourths of this consumption is outside the house.

Golf courses in the valley use about eight acre-feet of water per year per acre, while date gardens require slightly less. (Date gardens irrigated by canal water consume more than those using well water, because of the need to leach out the saline content.) An acre-foot is enough to cover an acre of land to a depth of one foot, or 325,850 gallons. If you turned on the bathroom shower and let it run full blast day and night for 75 days, you would consume an acre foot.

According to the water district, the average annual water cost per acre with canal water is \$14.50. It is cheaper for a farmer to use canal water than deep well water.

Economy in usage alone is not the solution to long-range population growth in the upper valley, from a water standpoint. The main answer lies in the importation of Feather River water as part of the project to bring water from Northern to Southern California.

Although delivery of Feather River water to the Coachella Valley can't begin for nearly a decade, the contract making it possible already has been signed. The water's arrival is assured, and in sufficient time to prevent a crisis created by a too-great overdraft of the underground supply. The contract between the Desert Water Agency of Palm Springs and Desert Hot Springs and the State of California calls for eventual delivery of 33,000 acre feet a year of Feather River water to the upper Coachella Valley.

The Coachella Valley County Water District has been allocated 20,000 feet of Feather River water for its portion of the valley.

This water should assure unrestricted growth in the Coachella Valley as far into the future as anyone can see. It will be brought in from the East Branch of the Feather River aqueduct by a route still to be determined, either through the Morongo Valley or through the San Geronio Pass.

From this standpoint, the future is clearly discernible. Less certain is the eventual division of the Colorado River's flow from which the All-American canal draws its water. The outcome of the California-Arizona dispute now before the U. S. Supreme Court, and construction of other river basin irrigation projects already authorized, or likely to be approved, will have a strong bearing on the river distribution.

When all the horse trading and legal action is completed, however, valley water experts are confident that water will keep flowing through the All-American canal just as it is today.

The valley's long-range water outlook can best be summarized in the authoritative word of Lowell Weeks: "The water available to the Coachella Valley is not inexhaustible. However, the continuing development of the Coachella Valley can be assured through the wise use of the available water supply.

"This includes water from the underground basin, the Colorado River and a permanent supply from Northern California through the state water aqueduct." **///**



Custom Made Auto Sun Shades

"Take the sizzle out of the Sun." Your car or wagon up to 15° cooler. Blocks the sun's rays and public's gaze yet gives excellent visibility and ventilation. Ideal for campers, travelers, and every day driving. Greatly improves air conditioning efficiency. Custom made for cars and wagons 1955 through 1963. Easy to install with enclosed simple instructions. Write for Free catalogue and prices. Give make and model, 2 or 4 door. Prompt Shipment. **Sidles Mfg. Co., Box 3537D, Temple, Texas.**

KINGMAN

ARIZONA

Large Level Lots

CITY WATER AND POWER

\$395 Full Price

\$10 Down Month

NO INTEREST

WRITE FOR FREE PICTURES AND MAPS

ELMER L. BUTLER

BOX 486, KINGMAN, ARIZONA

Also Highway 66 Business Frontage

READY FOR THE ROUGHEST!

Mustang



Dealer
Inquiries
Invited

Features 3-Speed gear box, left-hand operated shift lever, telescopic front forks, folding kickstarter, Engine: Briggs & Stratton 5 3/4 HP.

MUSTANG MOTOR PRODUCTS CORP., 241 CONCORD ST., GLENDALE 3, CALIF.

EXPANDING WITH

COACHELLA VALLEY...

The story of Coachella Valley is the story of growth . . .

Within the past five years the average number of residential, commercial, industrial, and agricultural customers served has increased over 35 per cent.

This growth has required a capital expenditure by the District of about \$3,500,000 for transmission and distribution lines, transformers, substations, etc., during this period.



IMPERIAL IRRIGATION DISTRICT

Serving GROWING Coachella Valley's
Electric Power Needs
In Cooperation with

COACHELLA VALLEY COUNTY WATER DISTRICT

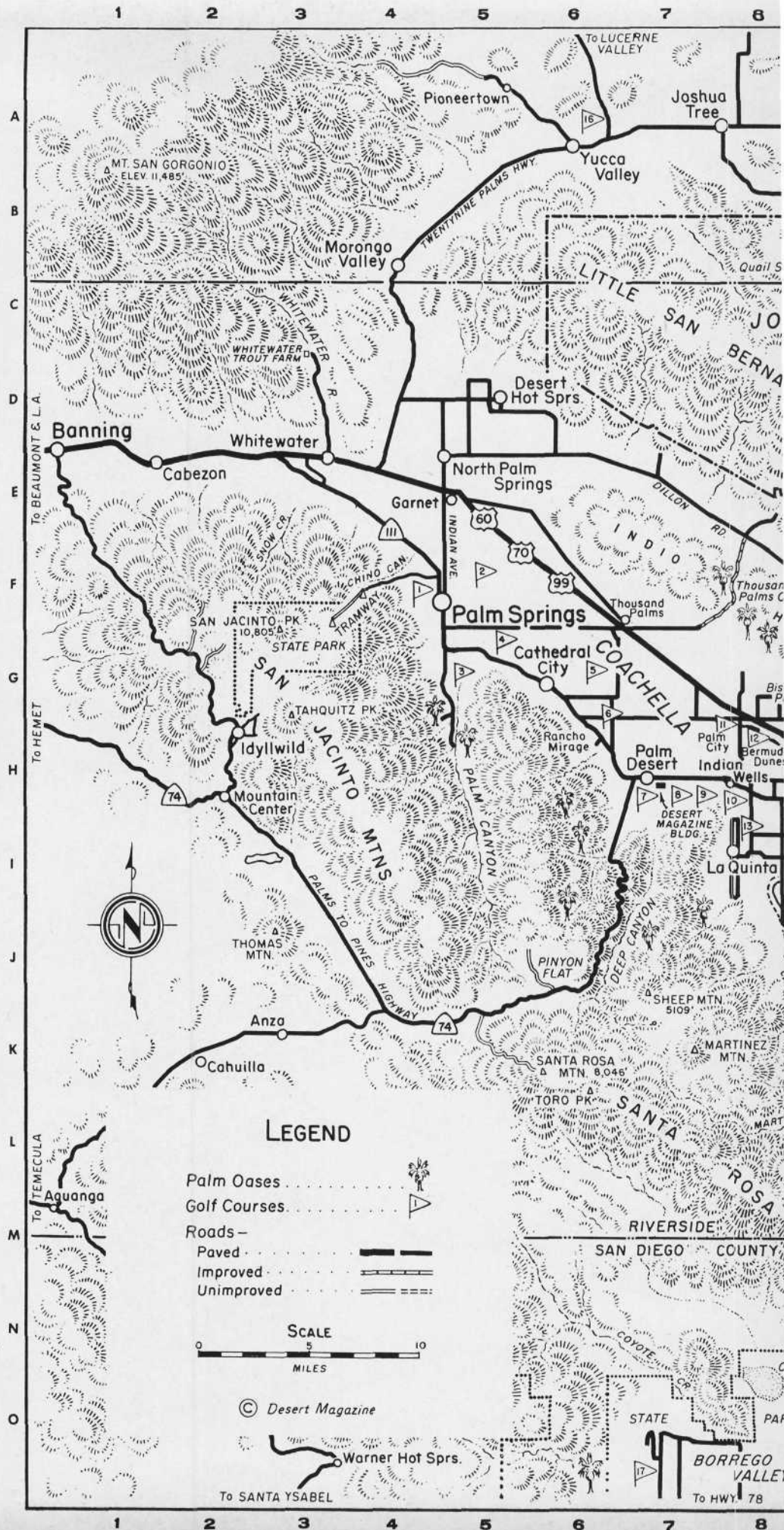
on the following
9 pages:

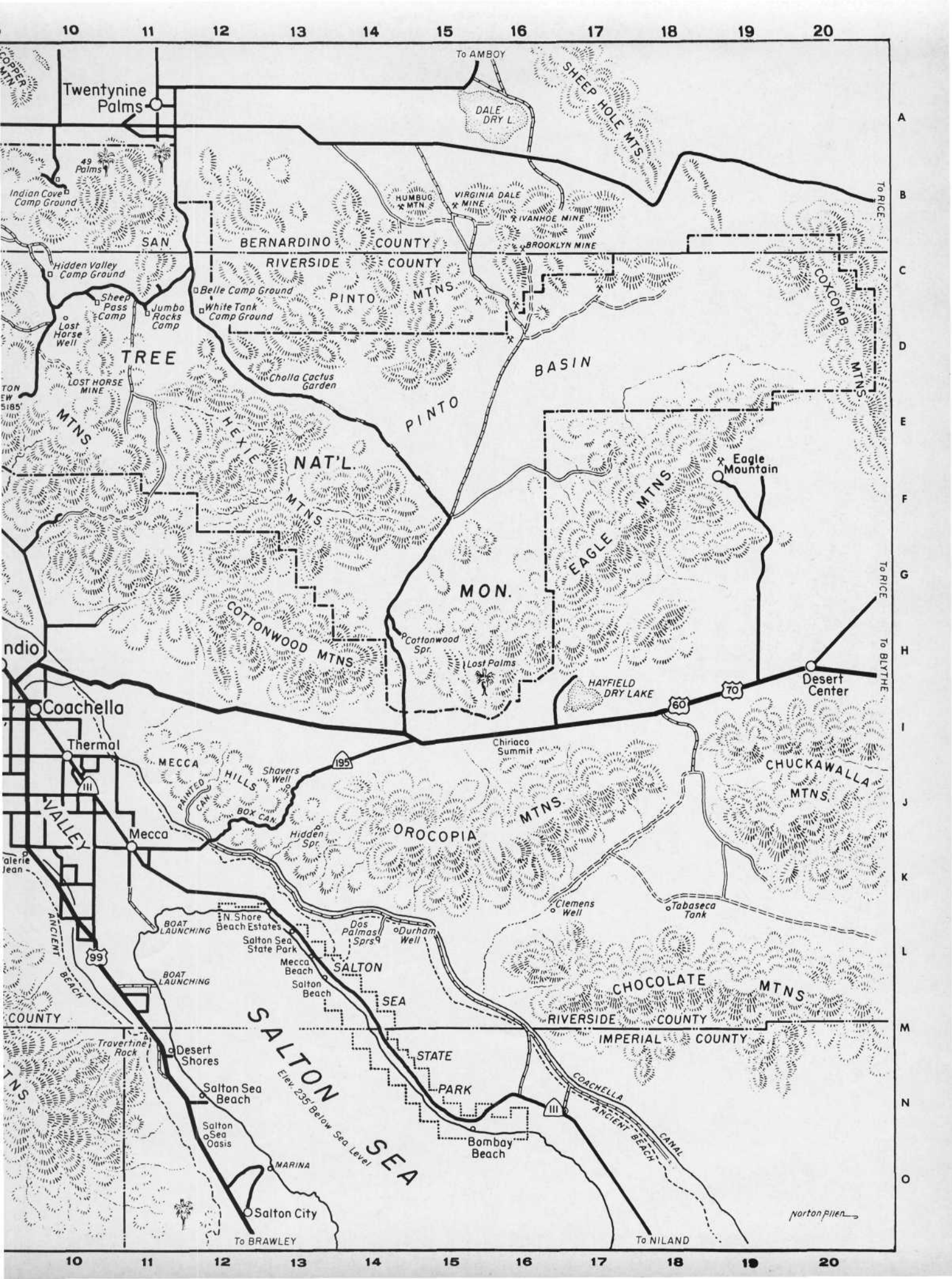
Guide to COACHELLA VALLEY

copyrighted 1963

By CHARLES E. SHELTON

ABOUT THE AUTHOR: Charles Shelton, president of Desert Magazine and Desert Printers corporations, is author of the book, *Photo Album of Yesterday's Southwest*. Shelton published newspapers in the Azusa-Glendora area before moving to Palm Desert in 1958.





COACHELLA VALLEY GUIDE

Note: Letter-Number following name of town or place described below is keyed to the map on the preceding page.



THE OASIS AT THOUSAND PALMS



WHILE THE WINTER SUN BATHES THE THIRD FAIRWAY AT BERMUDA DUNES, ALAN DAUCH, PITTSBURGH, READS ABOUT SNOW AT HOME.



BATHERS ENJOY A THERAPEUTIC DIP AT DESERT HOT SPRINGS, WHICH BOASTS MANY PUBLIC AND PRIVATE THERMAL POOLS.

ANZA (K-3) The valley of Anza is a quiet mountain-rimmed agricultural "island" with a written history that goes back to 1774, when the first De Anza expedition went through from Mexico to the San Gabriel Mission, en route to Monterey. There are a few tourist accommodations available in Anza.

* * *

BANNING (D-1) An incorporated city of 10,250 population at the head of San Geronio Pass. Named after Phineas Banning, who operated a stage-coach line through the pass, and who laid out the town in 1883.

* * *

BERMUDA DUNES (H-8) A golf course and a community of lovely homes has been developed in the midst of an area that was mesquite-covered sand

dunes only a few years ago. Bermuda Dunes has one of the finest views of the mountain ranges that ring the valley. A new airport was built here recently.

* * *

BORREGO VALLEY (0-8) Popular with desert visitors is Borrego State Park, reached via Highway 78. Modern camping sites are maintained by the State Park authority. The Borrego area was visited by the Spanish soldier, Pedro Fages, four years before our Declaration of Independence. Later, in 1774, the Spanish capitan, Anza, accompanied by Padre Garces and Padre Font, passed through the Borrego Valley en route to the mission at San Gabriel. From its early American history, Borrego (from the Spanish word for Bighorn Sheep) has a significance for those interested in Western Americana. Today it has campsites, motels, restaurants, a country club and golf course, and an airfield.

* * *

CABAZON (E-1) One of the smallest incorporated cities in the state, Cabazon's population was listed as 498 in the 1960 census. Notorious as a speed trap and frequently in the news because of its municipal political squabbles, Cabazon is the only legalized poker "island" in Riverside County. The name comes from the Spanish word "Cabezon" which means "Big Head."

* * *

CATHEDRAL CITY (G-6) Neighbor to Palm Springs, Cathedral City was founded in the 1930s, and now claims a population that varies from 4000 in the summer to about 6000 in the winter. It is located at the mouth of Cathedral Canyon.

* * *

COACHELLA (I-9) An incorporated city of about 6000 population, Coachella is the shipping point for millions of dollars of agricultural produce annually. Its shipping sheds and packing houses, quiet in the summer, swarm with activity in the winter and spring months. The first date palm from North Africa was transplanted in the Coachella area in 1898. Many fine date and citrus groves are located here. The word "Coachella" is supposedly a variation of the Spanish word "Conchilla", referring to the many small conch-shaped sea shells found in the area.

* * *

COACHELLA CANAL (J-8) This northernmost branch of the irrigation canal from the Colorado River carries water more than 150 miles to serve the rich Coachella Valley farms. In the Valley its winding course approximates sea level.

* * *

COTTONWOOD SPRINGS (H-14) In the southern sector of the Joshua Tree National Monument is Cottonwood Springs, long a popular camping place. Wildflowers and migrating birds are a special treat at Cottonwood Springs after a rainy winter.

* * *

DESERT MAGAZINE BUILDING (H-7) Like a large circus, the Desert Magazine Building has seven rings, all performing at the same time. First, the pueblo-style structure, built in 1948, houses the editorial and circulation offices for the Desert Magazine. Second, the Desert Magazine Art Gallery, largest of its kind in the Southwest is located in the central lobby of the building. Third, the Desert Magazine Book Shop, located here, is unique in that it is devoted exclusively to desert and southwest non-fiction titles. It has the largest selection of such titles in the nation. Fourth, the Desert Magazine Crafts Shop

Your desert address...

*can be built, bought, remodeled
or refinanced with an easy, convenient
LOAN from Santa Fe Federal...*



*Current Annual Rate 4.75%
Compounded quarterly
Never missed a dividend
since 1890!*

Santa Fe Federal Savings
AND LOAN ASSOCIATION

300 S. Palm Canyon Dr., Palm Springs 325-2927

PRESENTING THE ALL NEW "Three-Wheeler"

★ Light Weight ★ Easy Peddling ★ Safe ★ For
Pleasure ★ Shopping ★ Exercise ★ Keep Youthful ★
Fun ★ Ideally suited for Senior Citizens ★ No bal-
ancing or practice required ★ Portable ★ Stows
in trunk of car ★

FEATURING THE BENDIX **AUTOMATIC** COASTER BRAKE, A TWO-SPEED UNIT
WHICH CHANGES GEAR RATIO WITHOUT THE USE OF EXTERNAL HAND CON-
TROLS. THE DRIVING GEAR RATIO CAN BE CHANGED ANY TIME THE RIDER
DESIRES BY ROTATING THE PEDALS SLIGHTLY IN THE BRAKING DIRECTION . . .
SORRY, NO COLOR CHOICE.

OR — CONVERT YOUR PRESENT BIKE TO THREE WHEELER IN 15 MINUTES

Convert your present bicycle to the popular "Three Wheeler". Wrench and screw driver
only tools needed . . . Fits all 26" light or middle weight bicycles . . . Converts back in
15 minutes. Fully engineered and tested for heaviest riders . . . COMPLETE — Nothing
else to buy . . . Only \$65 fob San Gabriel, Calif.



\$119.95 fob San Gabriel, Calif.

BILL MATTHEWS CO.
846 E. Valley Blvd.
San Gabriel, Calif.

*Some Territories still open
to dealers — write today*

PLEASE SHIP

- ☐ Three-Wheeler Bike \$119.95
☐ Conversion Kit 65.00
Calif. Residents add 4% sales tax
I Have Enclosed: \$
☐ Check ☐ Postal Order

NAME

ADDRESS

Important: Check Box For—

☐ Man's ☐ Woman's Model

DISTINGUISHED VALLEY GUESTS . . .



ABOVE: President Kennedy's jet at the Palm Springs Airport during the President's most recent Coachella Valley visit. **RIGHT:** The Rev. Dean Miller, pastor of the Palm Desert Community Church, greets Gen. Eisenhower, a permanent winter resident of the Valley (Bob Johnson photo).



features southwestern items including a large selection of genuine Navajo rugs, western ceramics, and desert cards. Fifth, a gem shop, carrying quality gems and minerals, petrified wood, bola ties, and gem jewelry is located off the lobby of the Desert Magazine Building. Sixth, the building houses Desert Printers, Inc., a large, modern printing plant that serves the entire Coachella Valley. And, seventh, the building is the headquarters for Desert Beautiful, Inc., a non-profit group dedicated to beautification of man-made areas of the desert.

DESERT HOT SPRINGS (D-5) A community of about 4200 people, located on the slopes of the Little San Bernardino Mountains at an elevation of 1100 feet, Desert Hot Springs is noted for its hot mineral baths. Motels and trailer courts accommodate a large seasonal influx of visitors coming to Desert Hot Springs for the baths or for the high, dry desert winter climate. Cabot Yerxa's Castle is a tourist attraction in the area. A large "own-your-own" mobile park is under construction in Desert Hot Springs.



WHAT IS A HOME WITHOUT A PHONE?

Handy phones make happier homes. Modern telephone conveniences are yours for the asking — wall phones, small phones, colored phones — just call one of our local business offices.

California
Water & Telephone Company
PALM SPRINGS 324-1451 • INDIO 347-2711
TWENTYNINE PALMS 367-2881

FEEL TIPTOP IN RARE
MOUNTAIN AIR AT

RANCHO LA PUERTA

You've seen it in *Life*, read about it in *Vogue* . . . a unique health resort for the whole family . . . special dieter's dining room . . . modern mechanized gym . . . massage parlor and beauty room . . . swimming, riding, planned recreation . . . deluxe units have fireplace, private bath and patio.



FROM \$8 PER DAY PER PERSON, INCLUDING MEALS
An Authentic Spa in Old Mexico

ask for colorful brochure
PHONE: Tecate, Mex. 2953
WRITE: Tecate, California
Only 3 hours from Los Angeles, 1 hour from San Diego by fast freeways.



DEEP CANYON (J-6) This spectacular cut in the Santa Rosa mountains is Coachella Valley's "Grand Canyon." It is best viewed from various vantage points on the Palms-to-Pines Highway (State Highway 74). The sandy wash at the mouth of the canyon has a cross-section of low-desert plants such as the palo verde, encelia, smoke tree and chuparosa. And, after a wet winter, verbenas, primroses and a myriad of "belly flowers"—those dwarf plants that are so tiny that they require almost a face-to-earth posture to be seen—grow on the sand flats at the entrance to Deep Canyon. Above Deep Canyon, on slopes some 2500 to 4000 feet above sea level, is the favorite haunt of the Desert Bighorn Sheep. The game preserve that borders Deep Canyon holds the largest herd of bighorns in the United States. Guns are forbidden in the Game Preserve area, as is the picking of wildflowers or shrubs.

* * *

EAGLE MOUNTAIN (F-19) Ore for the Kaiser Steel mill in Fontana, California, is mined at Eagle Mountain. Specially constructed railroad cars haul the ore almost 200 miles from mine to mill.

* * *

ELDORADO COUNTRY CLUB (H-7) Against the base of the Santa Rosa mountains, Eldorado Country Club is the winter vacation home of former President Eisenhower. Luxurious "cottages" surround the golf course, which is lined with grapefruit trees and date palms. It is faced on Fairway Drive by a rapidly growing exclusive homesite area. Property that sold for \$300 an acre here ten years ago is now selling for \$30,000 for a single residential lot.

* * *

INDIAN WELLS (H-7) The home of the Indian Wells golf course, the Desi Arnaz Hotel, and the fabulous new Erawan Garden Hotel, Indian Wells is one of the bright new development areas on the floor of the Coachella Valley. Beautiful homes border the golf course. Palms from the displaced date groves have been transplanted among the new residential tracts. Fairway Drive, paralleling Highway 111, near the base of the Santa Rosa mountains, claims some of the finest homes in the valley.

* * *

INDIO (H-9) In the heart of the valley, Indio (Spanish for "Indian") is also the date capital of America. Established in 1876 as a railroad distribution point, Indio now numbers 11,000 residents. It is the site of the Riverside County Fair and National Date Festival, staged in February. The agricultural lands around Indio have the highest average yield, dollarwise, of any farm acreage in America. Date groves, citrus groves, and grape vineyards, plus thousands of acres of row crops, provide a green contrast to the barren mountain ranges that surround the Coachella Valley. Early vegetables and fruits are a specialty of the Indio ranches.

* * *

IDYLLWILD (H-2) High above the floor of Coachella Valley, in pine-girt forests, Idyllwild is an Alpine village, the summer favorite of many valley residents.

* * *

JOSHUA TREE (A-8) A small high-desert village with much charm. The town of Joshua Tree is one entrance to Joshua Tree National Monument. It is named after the Joshua Tree, which in turn was supposedly named after the Biblical prophet, Joshua. Good accommodations for motorists are available in



PERHAPS THE MOST IMPORTANT TOURIST DEVELOPMENT IN THE SOUTH-END OF THE VALLEY IN THE PAST YEAR WAS THE BUILDING OF THE ORIENTAL-THEMED ERAWAN HOTEL AT INDIAN WELLS.



HIGHWAY 111 LOOKING SOUTH TOWARD THUNDERBIRD AREA

the community. Most shops and service facilities stay open all year.

* * *

JOSHUA TREE NATIONAL MONUMENT (C-5 to 20) Established in 1936, this national desert preserve contains about a million acres of typical desert terrain. Its headquarters is located in Twentynine Palms. The monument was established to protect for posterity some of the most attractive desert country in America. Huge rock formations are an outstanding feature of the Monument. From Salton View (elevation 5185 feet) visitors can see below them the desert floor of Coachella Valley, and, on clear days, far to the southeast, the mountains across the border in Mexico. The Monument maintains free campsites with basic sanitary facilities. There are no commercial facilities for visitors, so travelers should fill their gasoline tanks and picnic hampers if planning to spend a day within the Monument boundaries. Detailed guidebooks of the Monument are available without charge at the Headquarters in Twentynine Palms. In springtime inquire at the Monument Headquarters regarding wildflower displays.

* * *

LA QUINTA (I-8) As quiet as its name implies, La

Quinta ("The Retreat") is situated in the most beautiful cove of the dozens that dot the base of the San Jacinto and Santa Rosa mountain ranges. A residential settlement of far-between homes, La Quinta is the site of the beautiful and gracious La Quinta Hotel. A golf course with new, expensive homes surrounding it, was developed in 1959. President Eisenhower brought fame to La Quinta when he spent winter vacations there in 1959 and 1960.

* * *

MECCA (K-11) Almost 200 feet below sea level (a minus 197 feet, to be exact) Mecca is just about the lowest-down community in all the Americas. And its agricultural output, per dollar per acre, is some of the highest in the world. The earliest spring vegetables (some as early as January and February) come from the fields of Mecca. The place derived its name from its ancient Arabic ancestor.

* * *

MORONGO VALLEY (C-4) A narrow pass between the low and high deserts, Morongo Valley is on the Twentynine Palms Highway which will be modernized soon into a four lane road. Named after "Captain John" Morongo, a strong Indian leader years ago, the area today attracts health-seekers because of its dry climate. This is an excellent area for wildflowers after a wet winter.

MOUNT SAN GORGONIO (A-1) The highest mountain in Southern California (11,485 feet), Mount San Gorgonio is more popularly known as "Grayback" because its crest above timberline is covered with a gray granite shale.

* * *

PALM CITY (H-7) An "active retirement" community in the heart of Coachella Valley, Palm City opened for business in 1961, and now numbers hundreds of homes surrounding a golf course. A community recreation hall and a new shopping center are located at the entrance to Palm City. The beautifully landscaped entrance to Palm City is one of the most photographed features of the valley.

* * *

PALM CANYON (H-5) The extensive and beautiful stand of native Washington Palms that line the upper reaches of Palm Canyon, south of Palm Springs, is one of the prime tourist attractions of the Coachella Valley. At present you pay a small fee to the Agua Caliente Indians for permission to enter their tribal holdings.

* * *

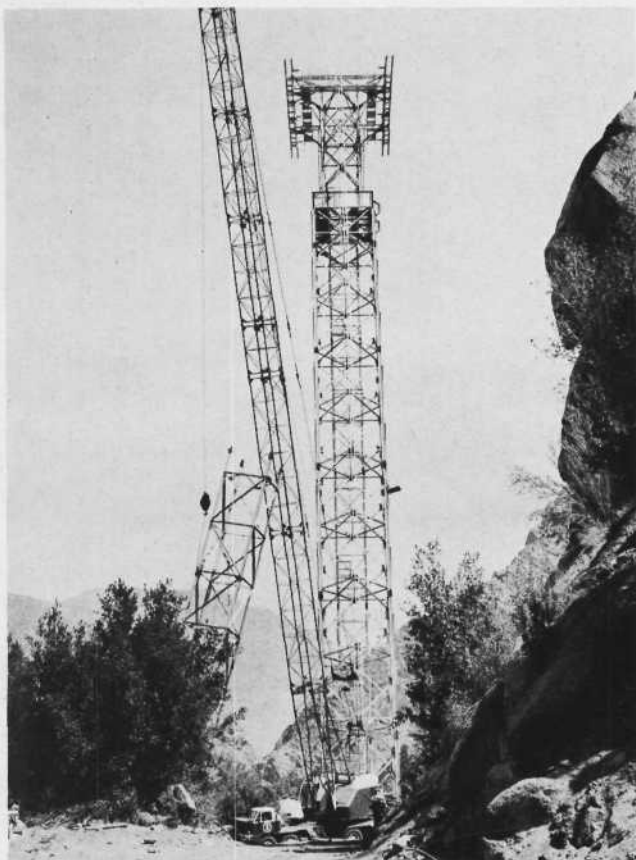
PALM DESERT (H-7) A vacant desert land that General Patton used as a training site during World War II, Palm Desert is now a community of fine homes with a new junior college—College of the Desert—as its newest star. Founded as a real estate development in 1947, Palm Desert now has a population that numbers about 4500 in summer, and 10,000 during "the season." The Shadow Mountain Club with a 9-hole short par golf course and an 18-hole longer course is the social center of Palm Desert. Quiet modern hotels and motels serve the season visitors. President John F. Kennedy has enjoyed brief winter vacation visits to Palm Desert the past two years.

* * *

PALMS-TO-PINES HIGHWAY (State #74) (K-4) For those who have an extra few hours to explore the rugged ranges that rim Coachella Valley on the south, the Palms-to-Pines road provides spectacular contrast to the flats of the valley floor. Granitic and metamorphic mountains are eroded in fantastic shapes. Spectacular scenery comes into view with each turn of "Seven Level Hill," as it winds up the face of the mountain.

* * *

PALM SPRINGS (F-5) The Valley's most famous community, Palm Springs has a population that fluctuates from 17,100 to 35,000, depending on which weekend a count is made. Since the late '20s, Palm Springs has been one of America's most glamorous tourist spots. Smart shops, luxurious hotels (by city ordinance it is forbidden to use the word "motel" within the city limits), lovely homes are the hallmark of Palm Springs, which nestles at the foot of Mount San Jacinto (elevation 10,805). One of the visitors' highlights in Palm Springs is the Desert Museum, located on Tahquitz Drive near Palm Canyon Drive. It is open to the public without charge during the "season." In their first three years as a major league baseball club, the Los Angeles Angels held their spring training at Palm Springs. Palm Springs has a daily newspaper, several radio stations, a mineral bath spa,



FINAL SUPPORT LEG FOR THE TALLEST (214 FEET) OF THE PALM SPRINGS AERIAL TRAMWAY TOWERS IS LIFTED INTO PLACE. THE TRAMWAY, TO BE IN OPERATION WITHIN 60 DAYS, WILL CLIMB THE EASTERN SLOPE OF MT. SAN JACINTO, TRANSPORTING TWO 80-PASSENGER CARS UP AND DOWN THE STEEP MOUNTAIN RISE.



Photo by Dennis Holmes.

RADISH HARVESTERS in a field south of Indio. This photo was taken in January—in the heart of winter. Coachella Valley's farmlands continue to lead the nation in gross returns for agricultural acreage, producing an average of \$600-plus per acre. About 65,000 acres of the valley floor will be tilled in 1963 for dates, citrus, cotton, cereals, alfalfa, and table crops. As a result of the Florida and Texas frost losses this winter, it is expected that Coachella Valley crops will set marketing records, surpassing \$42,000,000 in income in 1963. Thompson seedless grapes, Perlette grapes, and other early table varieties will lead the produce parade with about \$12,000,000 hoped for when the grape returns are in. Expressing faith in the area's citrus-crop future is the Stevning Citrus Company, which, this year, will complete the first units of the most modern fruit packing house in the business.

an annual "Circus" parade, and more than a hundred conventions a year. Several night clubs and excellent restaurants serve the visitors.

* * *

PALM SPRINGS AERIAL TRAMWAY (F-4) Brand new in 1963, the world's largest passenger carrying tramway will carry 80 sightseers at a time from the 2643-foot level of Chino Canyon, near Palm Springs, up the more than an additional mile to the 8516 foot level. Food facilities will be maintained year-around at the Mountain level. Two tram cars will be in operation, one ascending, the other descending. Five towers will support the two-inch thick cable. It takes only minutes for the tram cars to travel the 13,200 feet of traverse. Operating hours are from 8 a.m. to 10 p.m., with adult fares listed at \$4 from December through April, and with summer and children's fares somewhat less.

* * *

RANCHO MIRAGE (H-6) An unincorporated community of attractive homes nestled in a cove at the foot of the desert hills on the south side of the valley, Rancho Mirage is the location of the Desert Air

Hotel, which has a private landing field and guest accommodations.

* * *

SALTON SEA (N-14) Once an ancient ocean inlet, later a salt-encrusted heat-plagued valley sink, the Salton Sea came into existence in 1905 when the Colorado River burst through a canal bank in the Imperial Valley and dumped its waters into the below-sea-level Salton Sink rather than into the Gulf of California. For almost two years the river poured its muddy torrent into the sink. When the river was finally shunted back into its ocean channel—in 1907—the Salton Sea was about 85 feet deep at its deepest point, and 45 miles long. Its surface is now more or less constant at 235 feet below sea level, with irrigation water seepage offsetting evaporation. The sea's water is slightly saltier than the waters of the Pacific Ocean, but much less salty than the Great Salt Lake. Today the Salton Sea covers the bed of the ancient, prehistoric Lake Cahuilla, created in geologic times when silt dumped in the Gulf of California at the delta of the Colorado River dammed up the river and forced its waters into the area out-



PLANTING AN UPSIDEDOWN PALM TREE IN FRONT OF A NEW PALM SPRINGS RESTAURANT. THE "TIKI GOD" IMAGE CHISELED INTO THE TRUNK WILL WEAR THE PALM'S ROOTS FOR ITS COIFFURE.



RIDERS AT SILVER SPUR RANCH, PALM DESERT. THE OPEN DESERT—AND ALL ITS TREMENDOUS RECREATION POSSIBILITIES—ARE RIGHT OUT THE BACK DOOR FOR MOST COACHELLA VALLEY RESIDENTS.

lined on the center map as the ancient shoreline. This shoreline, hundreds of thousands of years old, is visible to the west of Highway 99, along the base of the mountains at the northwest end of the Salton Sea. Small sea shells, reminders of the ancient lake, are found in the silt bordering the Salton Sea. Today the Salton Sea is the center of a booming land development. Recreational activities available in the area are boating, water skiing, bathing, corvina fishing, and waterfowl hunting. Starting at Mecca it takes about three hours to drive around the Salton Sea.

* * *

THERMAL (I-10) A small agricultural community, home of some of the best dates and pink grapefruit in the world, Thermal got its name from natural hot water springs nearby. The datepacking houses in the area welcome visitors. Thermal often has the "distinction" of being the hottest place in the United States for it is the site of the Valley's official U. S. Weather reporting station. Nearby is the Coachella Valley Feed Yard, one of the world's largest, and about to become even larger. At present the yard can hold 38,000 head, most of them shipped from Arizona, New Mexico, Oklahoma and Texas. The operation plans to use 120,000 tons of feed this year.

A new Wilson meat packing plant will be completed by year's end. Primarily designed as a cattle slaughter house, the Wilson plant will give Thermal the best-equipped meat packing house in the U. S.

* * *

THOUSAND PALMS (G-6) In the north central portion of the Coachella Valley, at the floor of the Indio Hills, Thousand Palms is today experiencing considerable real estate activity. Fort Oliver, the adobe redoubt of the whimsical desert rat, Harry Oliver, guards the small main street of the village. One of the largest mobile home developments in the United States—Tri-Palm Estates—is underway and will soon provide Thousand Palms with two or three residents for every palm in the town's name, which is derived from a nearby large palm oasis.

* * *

TRAVERTINE ROCK (M-11) The water line of the ancient Lake Cahuilla is plainly visible here. The rocky point is covered with travertine, a calcium deposit. U. S. Highway 99 dips to its lowest point, 205 feet below sea level, a few miles south of Travertine Point.

* * *

TWENTYNINE PALMS (A-11) Site of a half million acre Marine base, Twentynine Palms is also the location of the headquarters of the Joshua Tree National Monument. An excellent museum, display rooms, and a nature path are located at the Monument headquarters, which is open to the public without charge. An Oasis of historic heritage, located near the headquarters, provided the name for the busy little community. Years ago gold and silver were discovered in the vicinity. Most of these have long since been abandoned. Today churches, schools and a well-developed business zone are established at Twentynine Palms. One of the better desert art galleries is to be found there. Typical of all high desert land, Twentynine Palms is growing rapidly.

* * *

VALERIE JEAN (K-9) One of the pioneer roadside date and fruit gift shops in Coachella Valley. Developed by the Russ Nicolls' who still operate the shop. A small business area has grown up around the once isolated oasis.

* * *

WHITEWATER (E-3) A small unincorporated area where the Whitewater River (dry most of the year) crosses Highway 60-70-99.

* * *

WHITEWATER CANYON (C-3) Carrying melted snow water off the slopes of Mt San Gorgonio, Whitewater Canyon is an interesting transition from the sere cactus flats of the desert floor to the green, tree-lined banks of Whitewater Creek. A trout farm five miles up the canyon by paved road offers picnickers a chance to catch and cook their trout for a fee.

* * *

YUCCA VALLEY (A-6) Located in the high desert Yucca Valley sits in the midst of a great Joshua Tree forest. The Joshua Tree is a large yucca of the lily family. An airport and golf course are surrounded by the grotesque plants. Many fine homes have been built in the area in recent years. Shops and service facilities stay open year around. Cloudbursts in the summer and snow in the winter are not uncommon to Yucca Valley. Pioneertown, a replica Old West village, is nearby.

///

By **MRS. CLIFFORD HENDERSON**

THE majesty of the desert is a staple article that will never go out of fashion. *Desert Beauty* stands high in the list of wonders Nature has left us. I am sure she expected our deserts would be populated; hopefully wishing, perhaps, that we would not forget to keep the splendor of the land as we built across the sands and into the surrounding hills and mountains.

Remembering the first time I saw the morning light fall on the desert, it was easy to find a name for the non-profit organization that would work to preserve what we have been given: *DESERT BEAUTIFUL*. Fortunately, people throughout the Coachella Valley were eager to "do something," and Desert Beautiful was formed in February of 1962.

The objectives of our organization are to preserve the natural beauty of the Coachella Valley, both its desert lands and developed areas, and to improve the appearance of the Valley's communities. "Pick-up, Paint-up and Plant" is our slogan.

It was gratifying to find so many enthusiastic citizens in Coachella Valley who shared the desire to stop careless littering and dumping and uncontrolled burning of trash in the desert.

Desert Beautiful headquarters were set-up in the Desert Magazine Building in Palm Desert, and soon the valley became alive with people who were determined to tidy-up—not just when visitors were coming to call, but throughout the year. Rakes and shovels shared the implement spotlight with golf clubs.

Civic-minded citizens and business firms joined the campaign. Groups were organized to clean-up the littered areas. Trees were planted. One



PLANNING "BATTLE STRATEGY" FOR A LITTER-FREE VALLEY ARE, FROM LEFT, PALM SPRINGS MAYOR FRANK BOGERT, DESERT BEAUTIFUL FOUNDER MRS. CLIFFORD HENDERSON, FORMER INDIO MAYOR JAMES O'BRIEN, AND COACHELLA MAYOR HENRY BRIGGS. VOLUNTEER-STAFFED DESERT BEAUTIFUL IS IN ITS SECOND YEAR. OFFICE IS LOCATED IN THE DESERT MAGAZINE BUILDING.

WORKING TO KEEP THE DESERT BEAUTIFUL

public-spirited citizen in Mecca contributed trees enough to line the main street of his hometown.

To make our "Stow It, Don't Throw it" slogan practical, trash containers bearing the inscription: "Keep The Desert Beautiful," have been placed in desert communities. During the Golf Classic this past January, the participating clubs gave litterbags to tournament spectators. At the recent Indio Date Festival, 35,000 such bags were distributed to visitors.

One of the most satisfying aspects of our effort is working with school children. Films are shown and lectures given to pupils, from the first grade through high school. Desert Beautiful essay and anti-litter poster contests are now in progress in the Valley high schools.

Our aims are high, and we will keep constantly at our desert housekeeping. It is interesting to find that most visitors and travelers coming to our area are anti-litter minded. In fact, it is quite evident that we desert dwellers are more careless than our visitors!

More and more people are moving to the desert, bringing more construction, more homes and new businesses. It is the hope of Desert Beautiful that newcomers to the Valley will plant as they build. It is less costly to landscape at the start of construction rather than to dig-up and re-do later. It is easier—and cheaper—to have the prettiest desert, than to have the dirtiest desert.

We at Desert Beautiful are often asked, "what can I do?" Here are a few tips: Carry a litterbag in your car; Be a good housekeeper at home and dispose of trash properly; Set a good example for children—habits are formed early. ///

ABOUT THE AUTHOR: Mrs. Clifford Henderson of Palm Desert has been an active worker and organizer of City Beautification plans. She first became interested in planned "city housekeeping" when she was motion picture actress Marian Marsh and Honorary Mayor of Chatsworth, Calif.

THE VALLEY THAT TAUGHT ME TO PAINT

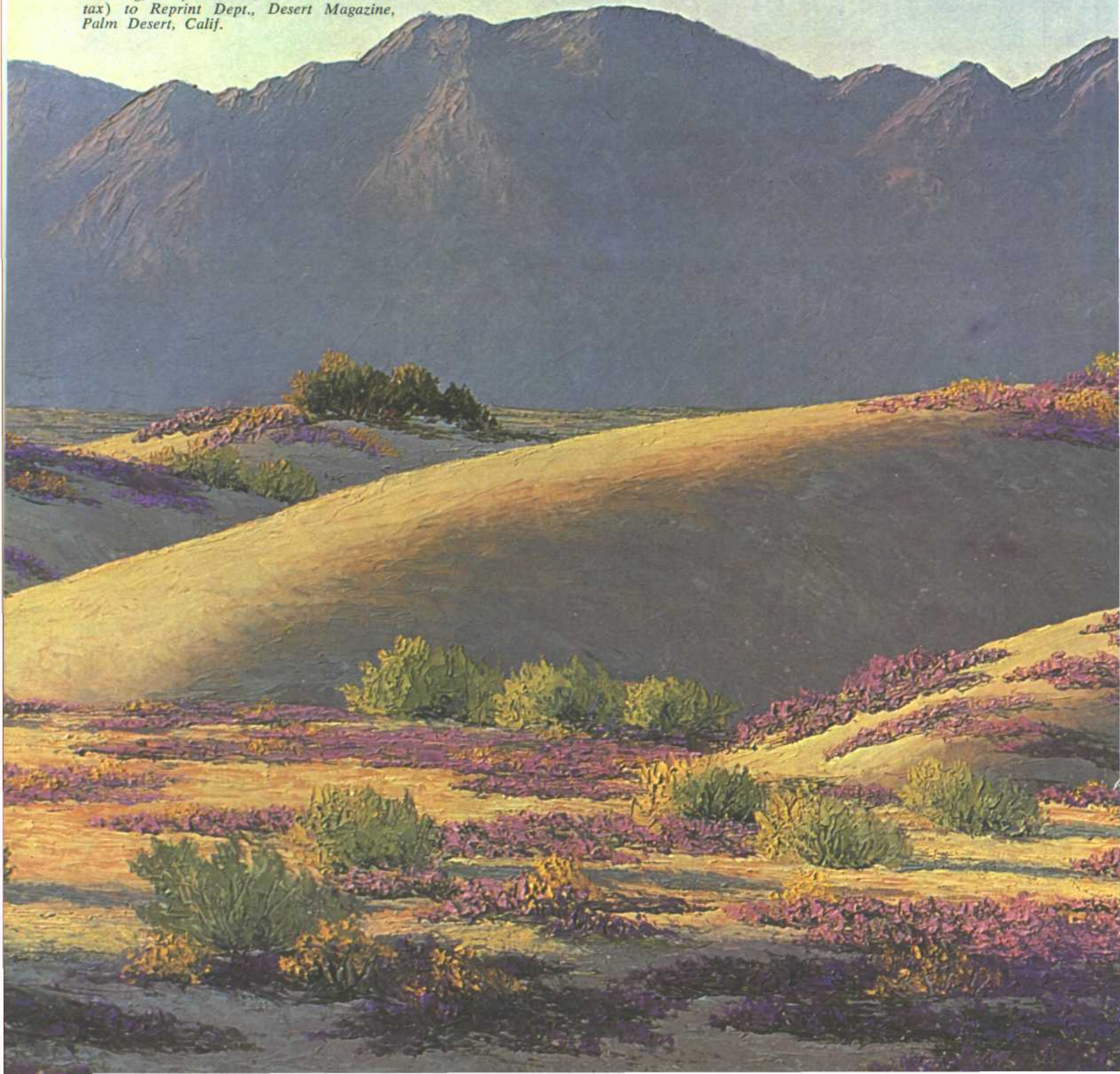
By JOHN HILTON

This Hilton Painting, "Contrasts," shows the desert in bloom—with snow-clad Mt. San Jacinto in the background. For a framing print of this painting, printed on quality paper, 11x17 inches plus 1½-inch white margin, send \$2.50 (plus 25c postage-handling; Calif. residents also add 4% sales tax) to Reprint Dept., Desert Magazine, Palm Desert, Calif.

I WOULD probably still be a diamond appraiser or jewelry designer if the depression had not kicked me out onto the desert. One morning I woke up with no job and payments due on just about everything I had, and now as I checked over my few assets I realized that rocks and semi-precious gems might be the answer. I had a back porch and back-

yard full of things from both California deserts from Death Valley to the Mexican border and I began selling them off to the miniature golf courses that were mushrooming on vacant lots all over the Los Angeles area.

Then one day I happened to remember that a man at Fish Springs



in the Coachella Valley owed me for some gems and minerals and I sure could use that money, so I combined a rock-hunting trip with a bill-collecting expedition. The man who owed me the money had died, however, and his daughter asked if I would take some of the stock from his curio store to settle the account. A few hours later I had my old pick-up

loaded with an assortment of Indian baskets, funny-shaped concretions, potted cactus, beaded rabbits-feet and other odds and ends. It was better than no payment at all, and with luck I could find someone in Los Angeles to take the stuff off my hands.

I stopped with my load at Valerie Jean's Date Shop to get a cold drink, and the strange assortment of things

attracted the tourists who were just beginning to get back onto the highways after the shock of the bank holiday. First thing I knew someone bought a small Indian rug and someone else took a couple of potted cactus. Russ Nicoll, who owned and operated the little shop, asked what I was going to do with the rest of the merchandise. I said I thought I



could probably find a buyer in town. He called my attention to the vacant corner across the street.

"Why don't you start a curio store over there?" he ventured. "I wouldn't ask a cash rental—just a small percent of what you take in—and we could be a help to one another." I thought it over for a few minutes, drank a second grapefruit juice (on the house), then we shook hands and agreed on a lease. The understanding was that Russ would furnish the land and water and I would not sell dates, cold drinks, or date products; and he would not sell curios, cactus or rocks. This amazing verbal agreement stood up for nearly 10 years till I finally had made enough to buy the property.

That is how I became a part of the desert, and how it became a part of me to the point where the long submerged desire to paint came out. I have never been the same since.

First, I started with pastels which had been an earlier hobby. An art editor, Leo Cotton, dropped in and we got acquainted because he too was interested in pastels. In fact, we looked-up old formulas and made pastels which had the colors we could not seem to find in commercial sets. Then Leo took up oil painting and I followed suit. About then Charlie Safford, who had some art education, and Fred Chisnall, who was a graduate of Otis Art Institute, started com-

ing by and we would take "painting" trips together. Then, as if rolling a snow ball, more artists started dropping in and using my growing rock shop as a gathering point—"Smoke Tree George" Fredrick, Maynard Dixon, Jimmy Swinnerton, Clyde Forsythe. Some weekends were a regular artists' convention, and gradually some of the techniques of these fine painters began to rub off on me.

A little at a time I found the ability to put down on canvas at least a fraction of the beauty of this land. The vast distances, the blue-gray hazes, the blush of a sunrise all cried to be painted, and more and more I neglected the gem-cutting and Indian goods to go out with this strangely assorted bunch which eventually included such notables as Nicolai Fechin, Henri DeKruif, and occasionally Conrad Buff. Actually, the desert painters as we know them today had found each other through the rankest amateur because I had a centrally located place where they could all camp in the yard and cook spaghetti and sing at the top of their lungs.

I learned a great deal from all of these fellows, but the thought of copying any of their styles never entered my head—or theirs. In the final analysis, they taught me informally about composition, color harmony, drawing, and the handling of paint; but it was the desert itself that taught me to really paint pictures that people would buy and hang on their walls.

It was on the days that I went out alone that I followed the advice of Maynard Dixon and spent all day painting bushes and throwing the sketches away, and painting clouds and discarding them, too. I became familiar with the great, wonderful land around me a piece at a time. A rock at a time, a bush at a time, a mountain or the Salton Sea — each in its turn became mine as I discovered by trial and error how to get it down on a sketch board.

Then came a day when I was out in the backyard under my jalopy putting in some new con rod bearings. Suddenly I became aware of a pair of feminine feet and some rather nice silk clad ankles to match. Then a sweet voice said, "I can't seem to find anyone to wait on me and I would like to buy that picture you have on the mantelpiece."

I came out from under that flivver in one quick movement and stood there blinking at Mrs. Weed from Palm Springs. I could hardly

believe anyone would really part with cash for a painting of mine.

My first customer smiled and insisted. "Come on, tell me how much you want for it."

I thought fast. I calculated the cost of repairing the car, paying the light bill, and getting those new school shoes for my son, Phillip.

"It's not framed," I said. "But if you want it the way it stands, it will be thirty dollars." Mrs. Weed peeled off three tens and handed them to me. I stood ten feet tall. The beautiful desert shone around me and the sky over my head seemed a little bluer than I had ever seen it before. I was a professional artist!

What is more, my first customer insisted that I bring some things up to her friend, Harriet Day, who ran a gallery for Nellie Coffman in the Desert Inn. It was with considerable fear and trembling that I finally presented myself to the Desert Inn Gallery a couple of weeks later. I had worked feverishly to put the elements I had learned together into pictures that might sell. I realize now that it took a kind of clairvoyance for Mrs. Day to look at those paintings and decide that I could paint the desert, but she suggested some changes here and there in three of them and when I had worked them over she hung them in the gallery. Mrs. Weed brought in some Eastern houseguests and they bought the paintings.

It was the next year that I had a great fire of my worst paintings and invited all of my friends to see them go up in smoke on New Year's Eve. This led to my first national publicity break. Someone told George Hicks about my custom and he used it in a New Year's cartoon of his "Strange As It Seems" series. About the same time Ed Ainsworth, who was doing a column in the *Los Angeles Times*, dropped in with Parker Lyons. Ed became fascinated with some magnetic iron ore I had brought in from what is now the Kaiser Iron Mine. His "Along Camino Real" column opened the next day (which happened to be the first day of trout season) with the following:

"I met a man down on the desert yesterday who does a strange kind of fishing. He doesn't fish for fish, he fishes for rocks and he uses a rusty nail for bait." He went on to tell how I "hooked" iron ore, and this was the beginning of a series of nice mentions in Ed's column. Out of all this I started writing a little myself. My first published story appeared in *Touring Topics* (now *Westways*). It was called "The Ways of the Desert



Turtle" and in it I recorded, for the first time in print, the incubation span of desert turtle eggs and a lot of other facts that have been quoted and misquoted hundreds of times since.

This attracted the attention of Randall Henderson down in Imperial Valley who was starting a small magazine about the desert. Randall bought and re-wrote many a story from me for *Desert*. He swore he was going to teach me to write a decent article, and I guess it about broke his heart that he always had to correct so much of my copy. In the next several years there was a personal outpouring of several hundred articles on rocks, artists, and other desert subjects, and finally an article in the *Saturday Evening Post* on jumping beans, and a book on Sonora, Mexico.

Writing gave me a great deal of satisfaction and helped to pay the light and grocery bills, but painting never ceased to be my main objective. The desert is like an inexhaustible mine of beauty, and all a man has to do is dig it out. I guess I painted a thousand smoke trees, yet there were never two alike nor will there ever be. Sand dunes are more or less the same shape but they change with each gay-flowered outfits if the rains are right. A man could paint sand dunes the balance of his natural life and never scratch their possibilities. The same goes for the rugged mountains of the desert, the broad bajadas, the cactus, ocotillo, yuccas, the gnarled iron-woods and the golden paloverde that hangs out the bright banners of spring.

My life as a painter of the desert has not been a dull one, nor do I expect it to be. It is a long way from a palm-thatched rockhouse built by my own hands to a one-man show in the Grand Central Art Galleries of New York or a painting trip half-way around the earth for the Air Force.

Although I now live on the High Desert near Twentynine Palms and paint deserts from northern Utah to southern Sonora and Baja California, I can never forget that it is only a short way back to the valley where two snow-capped mountains guard the pass, where a sea below the level of the sea mirrors rose-colored mountains reflected in the sunset, where canyons of wild palms still beckon and dunes still put on their spring finery.

I shall always remember—with fondness—that it was this valley the Mexican's once called "The Hollow of God's Hand" that really taught me to paint. ///

RECAPTURE!

the fun of adventure in the Red Rock Country . . . beauty and serenity in Indian Country.

DISCOVER

the excitement of geology in textbook country . . . the paradox of river running in desert country.

Write for free information
Tours of the Big Country

RECAPTURE COURT MOTEL

Gene and Mary Foushee

Historic Bluff, Utah

P. S. Everything for the traveler

PACK CYCLE



The Power Cycle for Mountain,
Farm and Desert

JACK ISOM

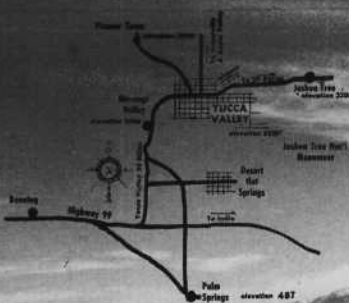
160-A Thirteenth Ave.
Upland, California
YUkon 2-3467

149 No. 10th Ave.
Upland, California
YUkon 2-2616

CONVERT . . . a friend into a **FRIEND!** with a subscription to **DESERT** — the thoughtful gift.
\$4.50 for one year. We send gift cards. **DESERT** Palm Desert, Calif

Yucca Valley

● At 3300 feet, Southern California's most ideal desert-mountain setting, designed for all year living . . . 18 hole golf course, lighted airport — all facilities for the convenience of visitors and permanent residents — the High Desert's Fastest Growing Community. . .



Write For
FREE
Colorful Brochure
YUCCA VALLEY
CHAMBER of COMMERCE
Box 10
Yucca Valley, Calif.





MEMBERS OF A WATER BALLET PERFORM FOR FELLOW GUESTS OF A COACHELLA VALLEY MOBILE HOME PARK. Photo by Dennis Holmes.

Rehearsal for Retirement

By HARRISON M. KARR

"YOU'VE ALWAYS wanted to get better acquainted with the desert," said my wife Shirley. "Now's your chance. Let's take the trailer down to one of those trailer parks (now called mobile home parks; a name with better connotations) that are springing up in

the Coachella Valley and set it up for a weekend home."

That was 16 years ago. The trailer in question was an inexpensive job we had bought to meet a temporary housing need for a member of the family—a transaction that has no significance here. But the chain of

events set off by Shirley's remark largely determined our course of action for the next eight years, providing us with a rehearsal for retirement. The rehearsal, in turn, got us started on a retirement program that has been so eminently satisfactory during our eight years of actual retirement that I am constrained to offer a few words of advice to those who are still looking ahead, perhaps worriedly, to retirement.

My first word is: quit worrying! The chances are you are about to enter upon the most pleasant period

ABOUT THE AUTHOR: Harrison Karr was, during his 40 professional years, professor of speech at UCLA, director of education for the California Building and Loan League's educational institute, and associate director of relations with schools for the University of California. But, he feels that his new book, *Retire to Adventure*, is his most important contribution to his fellow man. The article on these pages is but a brief sampling of the wisdom-for-retirees contained in Dr. Karr's book. *Retire to Adventure* sells for \$3.95, postpaid, and can be purchased directly from the publisher (Griffin Publications Co., Inc., Glendale, Calif.)

of your life. You are pretty sure to be, if you use your head and start doing some preparing.

Despite what most persons seem to think, preparation for retirement does not consist entirely of building-up a fat bank account. Fortunately, government and industry, working together and separately, have through pensions done much to take care of the basic needs of most of us—if our tastes are modest. But neither the government nor industry nor the fastest kind of pocketbook can do much about preparing you—the real you that thinks and feels and is either serene and contented or lonesome and wretched.

The best way I know of to prepare you is for you to develop interests outside of your job. That hobby you've always talked of pursuing—don't put it off any longer. Have it well started by the time you retire. It will help enormously in bridging the difficult gap between employment and no-employment. Bird-watching (that's a hobby that has given me no end of satisfaction), stone polishing, boat building, traveling, exploring (there's another that has helped keep me happy), oil painting, learning a foreign language, taking up that extensive course of reading you've always thought you'd do *sometime*—it doesn't matter much what the hobby is so long as it's something you want to do. But do it now! Don't wait until you retire to get it underway. Ease off the work

load a little at a time, and start taking on new interests. Remember, successful retirement belongs to those who prepare for it. Remember too, the sunset years can be your happiest years if you do your part in getting ready for them. I know this to be a fact, both from my personal experience and the experience of dozens of other desert retirees.

Long before I retired, long even before Shirley's fateful recommendation relative to the trailer, I had made up my mind on two matters pertaining to retirement. One was that about preparing. I was determined I'd not make the mistake I'd seen so many others make, running pellmell right up to the very end of the work course, then tumbling over like falling off a cliff. I was determined to develop outside interests to provide a sort of parachute to ease me over the cliff.

The second point may not apply to everyone. But unquestionably it was good for me. And I am convinced it's good for most retirees. That is, get away from the locale of your employment.

Just this morning as I glanced through the morning paper, my attention was drawn to an article titled "The Golden Years." It contained some sage advice: "take the gold watch the company gives you and get going; don't hang around bothering the hired help."

Throughout the years I had observed far too many retirees trying to



"REHEARSING" FOR RETIREMENT, THESE FOLKS PULL THEIR CAMPER OVER AND COOK LUNCH

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"

<<>>

ARROWHEAD Office Supply Co.

INDIO

"A locally owned store"



RECENTLY INTRODUCED TO VALLEY RETIREES WAS THE "THREE-WHEELER" BIKE, WHICH COMBINES TRICYCLE'S EASE OF HANDLING AND BICYCLE'S GEAR AND BRAKING ADVANTAGES. THESE LADIES BELONG TO A THREE-WHEELER ACTIVITY CLUB AT ONE OF THE PALM SPRINGS TRAILER PARKS.

cling to the old familiar routine in the old familiar setting, and looking hopelessly neglected and forlorn. Busy folk simply do not have time for them. I was always reminded of a chip caught in an eddy at the side of the river, spinning round and round, with the main current sweep-

ing on past. Not for me. I wanted to go some place where I could be a part of the main current.

Happily I found such a place in a Coachella Valley park. We had selected the park almost at random, but we found it so satisfactory that

soon we bought a larger, newer, and more modern mobile home and began to feel part of a settled community in which we could take pride.

Most of the residents of our park were retired. There were, however, a few others like ourselves who were

THESE COACHELLA VALLEY BUSINESSES WELCOME YOUR PATRONAGE

A Palm Desert Pioneer . . .

PROMPT

*home delivery of
prescriptions*

Palm Desert

Rexall

Pharmacy

73-647 Hiway 111

FI 6-6384

**FOR YOUR
SPORTING
AND
VACATION
NEEDS**

OR INFORMATION, SEE—

STU GUMMER

THE Outdoorsman

82-880 Miles

Downtown Indio

**COACHELLA VALLEY
QUALITY HOMES . . .**

DONALD A

GREATRAKE

General Contractor

PALM DESERT

you are always
WELCOME at the new
ANTIQUE and
GIFT SHOP



Bric-a-brac
china
restored
furniture

at **NEEL'S Nursery**

on Hwy. 111 just east of
Palm Springs
open daily 10:30—5:30
Jim & Virginia Cross

The Complete
TRAVEL SERVICE

AIRLANSEA

45-104 LARKSPUR LANE
PALM DESERT • CALIFORNIA

John C. Kennedy
FI 6-6331

Dorothy Root

Daye Kennelbach
FI 6-6966

- Excellent Food
- Individual Cottages
- Commercial Rates

Finediff
Sans Souci

P. O. Box 756
PALM DESERT, CALIFORNIA

in effect staging rehearsals for retirement. That is, they were still employed but were spending weekends and vacations in the park, getting a foretaste of what full retirement in the desert had to offer them. And they were reveling in the experience. So were we.

Some of the things we learned in our rehearsal were these:

1. Retired folk can be happy. Not simply free from unhappiness, but genuinely, exuberantly happy.

2. A modern up-to-date mobile home park or a housing development catering to retirees affords almost unlimited opportunities for the continuing exploitation of hobbies and interests.

3. In these parks and "retirement villages" you probably will meet some of the most interesting people you ever knew. They are folk who insist upon getting out of the rut, that simply *will not* sit down and rusticate. And, being freed from the pursuit of dollars, they have time to be friendly.

4. Perhaps—certainly for us—most important of all, our rehearsal enabled us to come to know the desert. It would take many articles the length of this one to express what I feel about the desert: the bright sunshine, the cloudless blue skies, the unlimited distances, the soft green of the numerous golf courses contrasting so vividly with the grays and browns of the surrounding terrain, the deep cool shade under towering date palms, the wrinkled hills reflecting a rosy glory in the setting sun, the balmy nights. Ah me, the balmy desert nights! Where else in all the world can they be duplicated?

After our first year of retirement, Shirley and I knew that for us there was no place like the desert for a retirement home. So, prompted in part by my wish for a study where I could write, we bought a permanent house and moved in. It was interesting to learn that no less than a half-dozen of our immediate neighbors had first come to the desert in trailers.

I am not, I realize, offering anything new in extolling the desert as a desirable locale for retirement living. The thousands of retirees who are pouring into the desert from all parts of the world—to live in mobile

home parks, permanent individual homes, and senior citizen communities of various sorts—testify to the rapid spread of this bit of knowledge. My contribution, if any, is this: it is possible to stage a full-dress rehearsal for retirement-living in the desert. If you live in commuting distance, by using your weekends; if you do not live that close, by deliberately planning a layoff from your job or business.

These miniature vacations should accomplish three things for you: provide you great enjoyment, extend your productive years by periodically renewing your body and spirit, and, perhaps best of all, give you an opportunity actually to try out the place you are considering for a retirement home.

To know *what* you want to do in retirement is vitally important. To know *where* you want to do it is almost, if not fully, as important. ///

UNDISCOVERED WEALTH!



Buried loot, coins, silver, gold, jewelry, battle relics! Transistor M-SCOPE detects them all. Used world-wide by experienced explorers since 1932. Exciting! Rewarding! Lightweight and supersensitive, the powerful M-SCOPE offers greater depth penetration, over 200 treasure-hunting days of battery life. Easy terms. Guaranteed. Write for the FREE illustrated booklet of fascinating customer experiences.

FISHER RESEARCH LAB., INC.

Dept. 2C, Palo Alto, Calif.

IF THE SOUTHWEST

is your hobby, read all about it! Send for our free Southwest Book Catalog. Desert Magazine—Palm Desert, Calif.

CROSS TOURS OFFERS

3 PLANS FOR THOSE WHO WANT TO EXPLORE

GLEN CANYON / LAKE POWELL

• I Deluxe—\$25 per day • II Share-the-Work—\$13 per day • III Explorer—\$9 per day •

Regular schedules, April thru August: Leave Monday, return Saturday.

For Full Details, Write:

Cross Tours & Explorations, Inc.

860 South 1000 East Orem, Utah

16 accident-free years on Utah's Rivers
Information on other Western rivers

Here's
your
Key...



To low-cost desert "leisure living!"

Now you can enjoy California's brilliant "view" desert in your leisure home—priced below your fondest dreams. Two and three bedroom ranch-styles start as low as \$5,455.00 on your own lot. You can even add the finishing touches yourself—for greater savings.

It's the new concept in "2nd" home construction—built by Homestead, financed by Universal Finance Corporation.

Want full information? Fill out the coupon below.



Homestead will build this delightful 4 bedroom home on your lot for just

\$8,900.00* completed. Carport and garages are optional extras.*

built by **Homestead**
SUPPLIES, INC.

financed by **UNIVERSAL FINANCE CORPORATION**

Receive FREE! "Desert Home Portfolio." Facts on Leisure Home low cost housing. No obligation, fill in this coupon and mail!

Models open 7 days every week at the top of the hill in Yucca Valley.
Los Angeles—HU 3-7574
Banning—849-4677

HOMESTEAD SUPPLIES, INC.
P.O. Box 476; Banning, California
Please send me the free "Desert Home Portfolio."

NAME _____
ADDRESS _____
Phone _____ Zone _____ State _____



THIS PHOTO, TITLED "53 POUNDS OF DATES," AND THE OTHERS IN THIS ARTICLE APPEARED IN THE AUTHOR'S CLASSIC, "DATE GROWING IN THE OLD AND NEW WORLDS," PUBLISHED IN 1913

An Unexpected Commission

By PAUL POPENOE

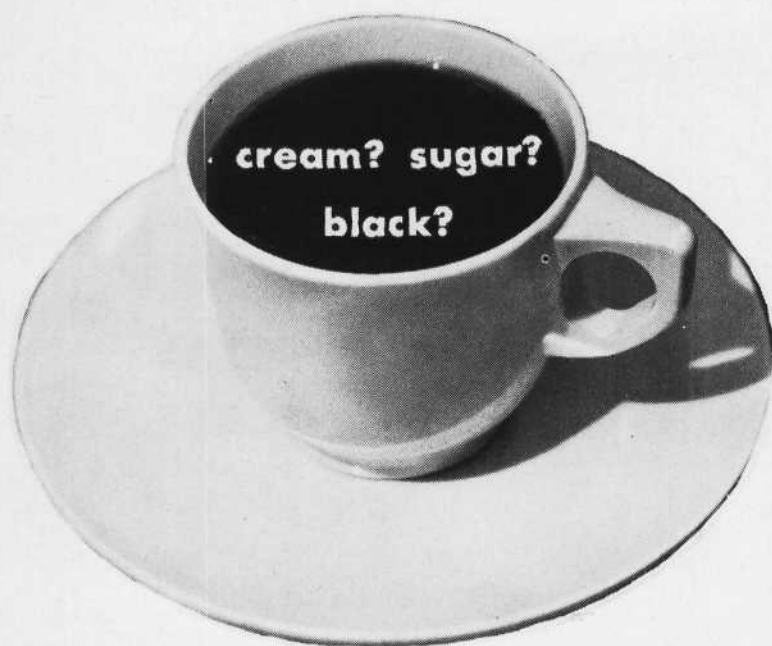
ABOUT THE AUTHOR: Paul Popenoe is founder and president emeritus of the American Institute of Family Relations, Los Angeles. He was educated at Occidental College and Stanford University. He is the author of scores of magazine articles, columns and books on the human-relations theme, but his first published book, the classic, *Date Growing in the Old and New Worlds*, dealt with a subject that forever binds him to Coachella Valley.

MY FIRST visit to Coachella Valley was just half a century ago last spring. In May, 1912, I landed at Thermal with a thousand date palm offshoots which I had brought from North Africa. This was the beginning of a most interesting association with the desert.

I was making a prolonged educational tour of Europe (on a budget of \$2 a day) and about to start home when I received a cablegram from my father to go to Algeria. He had a nursery in Altadena for the introduction and propagation of tropical fruits (he introduced from Mexico the Fuerte avocado), and met a Los Angeles woman physician who had some land in Coachella Valley and wanted to go into the date growing business, so he immediately told her he could supply the stock; hence my unexpected commission. I got a thousand offshoots of the Deglet-Noor variety in the Sahara Desert, brought them back without difficulty, and became acquainted for the first time with the problems of ranchers in what was then a rather primitive area.

Meanwhile, my father had seen the great possibilities of date growing in the Valley and had taken orders for offshoots from other interested persons. Almost as soon as I returned, he started me off again around the world, this time with my younger brother, Dr. Wilson Popenoe. The few palms that had previously been brought over, mainly by the U.S. Department of Agriculture, had come from the easily accessible plantations of Algeria, but in the Arab world that was considered a negligible producer of dates. The great date growing areas are at the head of the Persian Gulf in eastern Arabia, Iraq, and southern Persia, and all the famous varieties, some with a known antiquity of 1500 years, are in that area. To it we therefore went.

The region was at that time mostly a part of Turkey, and not too "civilized." Our first stop was at Muscat in Oman at the east tip of Arabia and under British protectorate. The Sultan of Oman gave me his own bodyguard and what were generally acknowledged to be the finest camels in the world, for the ride of sixty miles into the most famous oases. I was twice ambushed, and had a nar-



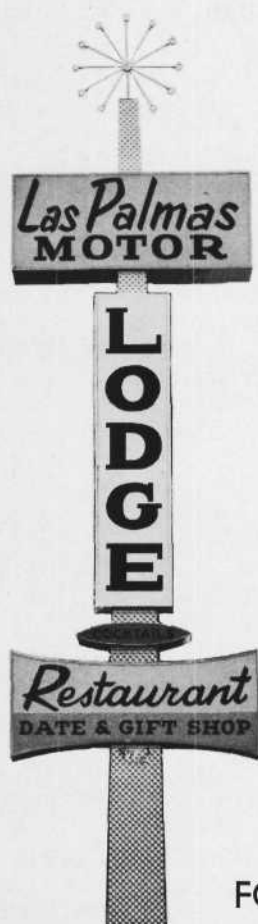
**The Best Way to Take
Your Morning Coffee
is with the
Daily Enterprise
— Seven Days a Week —**

Most Desert and Pass residents agree . . . the best way to take your morning coffee is with The Daily Enterprise.

If you are missing this stimulating reading experience, start now to take The Daily Enterprise at home and get all the news—with special emphasis on your local area — seven days a week.

Order home-delivery at only \$2.25 a month. Call any Enterprise desert office below. Do it today . . . and enjoy The Daily Enterprise tomorrow with your morning coffee.

Banning: 849,4531; Blythe: 922-3713; Indio: DI 7-5593; Palm Springs: 325-2277



JUST OPENED

. . . A new dimension in desert travel enjoyment

THE ULTRA-MODERN, 50-UNIT

LAS PALMAS MOTOR LODGE

On Hwy. 111, a half-mile east of the heart of Palm Desert

- Each of our 50 beautifully-appointed Lanai rooms and suites has individually controlled air-conditioning, background music, phones, television
- You can choose a single room, kitchen-suite, or two-, three-bedroom unit
- Modestly priced
- The lodge is built around one of the largest swimming pools on the desert
- Snack—or dine—in our restaurant
- Shuffleboard, table-tennis, wading pool for children
- Convenient to the world's greatest concentration of golf courses
- Airport Transportation

Let Las Palmas be your friendly "second home" on the desert

FOR RESERVATIONS: 75-188 Hwy. 111, Palm Desert **Fireside 6 1135**

area
code
714

Your Utah Home—

M-4 Guest Ranch

Where you can stay in comfort and tour the colorful Canyonlands country . . . horseback riding, jeep tours, swimming, hiking, pack trips. For full information on how to spend a real vacation, write:

M-4 Guest Ranch

Box 1518

Moab, Utah

"MY GREY HAIR IS A NATURAL LOOKING COLOR AGAIN!" says JAN GARBER, idol of the Airlines.

"TOP SECRET gives my grey hair a natural looking color!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And **TOP SECRET** is easy to use—doesn't stain hands or scalp. **TOP SECRET** is the only hair dressing I use."



A FAVORITE OF THE STARS

TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$5.00 (Fed. tax incl.) for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's. Money back if not delighted with results of first bottle. **ALBIN OF CALIFORNIA, ROOM 34-32** 3100 Vanowen St., Burbank, California.



NEW! 13 oz.
Giant Size \$9

RIVER TRIPS

DINOSAUR NATIONAL MONUMENT. "Weekly Specials," 4-days, leaving every Thursday during June. Best river trip at the lowest cost.

GREY-DESOLATION CANYON. Two trips, 6-days each. Early June. Magnificent scenery. **MIDDLE FORK of the SALMON RIVER.** June 30, July 7, 14, 21. Six-day boat trips. Best trout, salmon fishing.

CATARACT CANYON. April 21, June 2—6 days. \$150 each.

GLENN CANYON. June 2, 10—6 days. \$95 ea.

COLUMBIA RIVER. Aug. 17—6 days. \$210 ea. . . . **PLUS MANY OTHER TRIPS.** For information, brochure, write:

HATCH RIVER EXPEDITIONS Co., Inc.
VERNAL, UTAH



"JUST HORSES" STATIONERY

60 sheets — 7½"x10¼" personal size — 4 delightful illustrations of "Just Horses" in full color by Bob Lorenz — 50 illustrated sheets plus 10 blank of white rippled writing paper with 50 matching envelopes — plus a 7"x10" full color framing print of a sorrel Quarter Horse — all beautifully boxed! \$3.00 per box — postage paid — immediate delivery — money back guarantee! Send today for catalog showing western framing prints, stationery, notes, and desert Christmas cards.

THE LAZY RL RANCH

DRAWER 1500-D
BOULDER, COLORADO



PACKING DATES IN THE SAHARA. REPORTED POPENOE: "THE POPULAR BUT INFERIOR DRY DATE DEGLA BAYDHA IS SHIPPED TO EUROPE IN LARGE QUANTITIES FOR MANUFACTURING ALCOHOL."

row escape with my life, a reception that was continued later in Busrah, where, as we passed through the bazaars, merchants would spit on the ground and significantly draw their fingers across their throats. In Baghdad we were chased for a mile by a crowd throwing stones, and in one of the seaports of Persia a native suddenly took a shot at us with his rifle, which fortunately missed, although he was scarcely more than 100 feet away. Perhaps he had taken a vow to kill the first unbeliever whom he met, in thanksgiving for some benefit from Allah. However, we got 12,000 offshoots, representing the most important varieties of the world including the Khalasah of eastern Arabia, which Arab opinion generally considered to be the most delicious variety to be found anywhere, and these we again landed in the Coachella Valley after the two-month voyage home. On the way we stopped in Algiers to pick up 3000 more offshoots in the Sahara Desert.

I was an absentee landlord for several years until in 1920 I married in New York City and brought my wife to the Valley as a partner in active desert life.

The region was beginning to develop, but conditions were still a bit rough. Driving out from Los Angeles, the pavement ended just outside of Redlands, and thereafter one had nothing but dirt roads except for short stretches of pavement in the city limits of Beaumont and Banning. During most of the year the Coachella roads were deep dust and deeper chuckholes. Electricity had been brought in and an ice plant established in the town of Coachella. Old

timers told how they had kept their butter in a bottle with a goose quill through the stopper, so the liquid could be shaken out. Incidentally, the oldtimers made it a point to pronounce the name "Cochilla," the original name had been *Conchilla*, or "small shell," with reference to the tiny shells which were found all over the valley, deposited there in the days when it was covered with water.

I bought 80 acres of level land on the highway opposite the present date-packing house at Coachella. It was in fact one of the oldest ranches in the Valley, going back to the days when there was enough pressure of water flowing down from the mountains underground to create artesian wells that flowed naturally. My wife stayed in Altadena while I got a little shack built as our home. When I thought it would be ready at least to shelter us, I wrote her to come down on the train. On her arrival, however, I had only four walls, the roof not having yet been put on. We went to sleep in it nevertheless, when a driving rain began to fall—some of the "very unusual weather" that one always seems to encounter. A house without a roof hardly met our needs and we had to make our way into town hastily in the automobile and find shelter at the Date Palm Hotel.

During the next few years we were interested to explore as much of the surrounding country as possible. The road south down to the Imperial Valley was only wide enough for one car. Every quarter-mile there was a short wider stretch or turnout for passing. Fortunately in that level country, cars could be seen more than a quarter of a mile away, and the one

coming from the north dutifully pulled into the turnout until the one coming from the south passed by. From Imperial Valley over to Yuma the road traversed the well-known sand dunes, which motion picture companies later used to such good advantage in filming desert dramas of all kinds. Since an ordinary road could not be put through, the engineers laid down heavy planks held together with wire, making a board road that followed the curve of the dunes up and down. Traversing this was a unique experience, especially after a heavy wind which blew the sand out from under sections of the road so that they suddenly sank; or covered up other stretches, in which case the experienced driver who always had a shovel in the back of the car would have to get out and go to work.

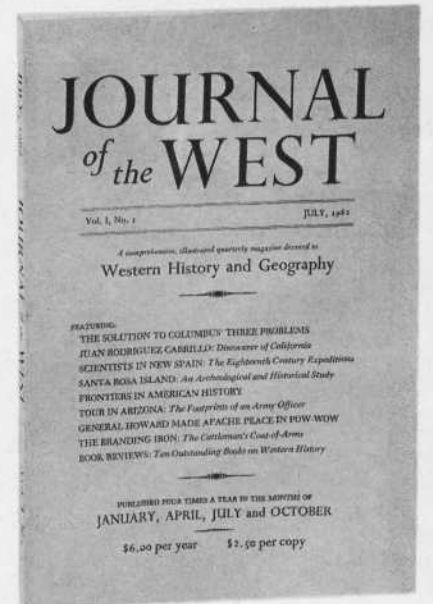
We arrived in the Coachella Valley on September 1, 1920, and postponed our formal honeymoon until May when we took a month off to make a horseback trip around the north rim of the desert, carrying our bedding, clothes, food, cooking utensils, everything in short, behind our saddles, and sometimes it was very short, especially on cold nights in the mountains. It took us two days to ride from Thermal to Palm Springs; the trip now is easily made in half an hour. We stopped overnight at Indian Wells, which consisted of a ranch and a little store. The ranch owner kindly allowed us to sleep in his alfalfa field and sold us alfalfa to feed our ponies. The trip up the canyon and in and out southward as far as Warner's Ranch, then back down Martinez Canyon to the Valley, was largely through country that was still wild; and as we drive through it in an auto these days it is difficult

even to identify the various spots which at that time were very important to us.

We had laid out this trip with the aid of an old friend, J. Smeaton Chase, who knew the country as intimately as anyone, and told of it in a classical book, *California Desert Trails*. His little book, *Our Araby*, dealing with Palm Springs, was the first really "literary treatment" of that resort, where he lived during his later years. It was a privilege to know some of the other pioneer authorities such as George Wharton James, author of an exhaustive book on the Colorado Desert. All these works make fascinating reading today.

I suppose there were numerically no more Indians in the country then than now, but they were a more important part of the life of the area. I once saw, on an evening in Indio, an exhibit of fire-walking, which is generally more associated in one's mind with the South Seas. It was part of the traditional ritual of the desert Indians and one old man demonstrated it, filling a shallow pit some six feet square with mesquite logs. When they had burned down to red-hot coals he raked them a little to smooth them out, and then walked across them barefoot in a leisurely way without the slightest hesitation.

From the early beginnings of date growing, in which I was privileged to play a part, the picturesque and flourishing industry of today has developed. I sold my ranch 30 years ago, having become so deeply involved in the promotion of education for marriage and family life in Los Angeles that I could no longer take care of it. But I can never go through the desert without wishing that I were back there. ///



Subscribe now to the exciting new JOURNAL of the WEST . . . Published 4 times a year, it covers Western History and Geography from pre-Columbian Days to the Present; from the Mississippi River to Alaska and Hawaii — including Canada, Mexico and Central America. More than 100 pages in every issue, JOURNAL of the WEST is profusely illustrated, SCHOLARLY in research, PROFESSIONAL in format, POPULAR in content!

You won't miss a single issue if you use the special 18-Month subscription form below . . . it's for 6 big issues, beginning with Vol. I, No. 1, for only \$9.00. One year, 4 issues, \$6.00; 2 years, 8 issues, \$11.00; 3 years, 12 issues, \$15.00. Send order direct or through any of our agents.

BENNETT and MARSHALL BOOK STORE, 612 W. 5th St., Los Angeles; MARTINDALE'S BOOK STORE, 9477 Santa Monica Blvd., Beverly Hills; PICKWICK BOOKSHOP, 6743 Hollywood Blvd., Hollywood; YALE and BROWN BOOK STORE, 985 Green St., Pasadena; THE BROWN SHOP, 190 East Colorado, Pasadena; WARNER TRADING POST, Warner Springs, Calif.; PALM SPRINGS DESERT MUSEUM, 135 E. Tahquitz Dr., Palm Springs; PALM DESERT BOOK CENTER, 73-715 Highway 111, Palm Desert, Calif.; HERWEG and ROMINE Booksellers, 1190 Sixth St., San Diego

JOURNAL of the WEST

LORRIN L. MORRISON and CARROLL SPEAR MORRISON,
Editors and Publishers

1915 South Western Ave., Los Angeles 18, Calif.
Telephone REpublic 4-1911

Date.....

JOURNAL OF THE WEST,
1915 South Western Avenue,
Los Angeles 18, California

Please enter my subscription to JOURNAL OF THE WEST as indicated below:

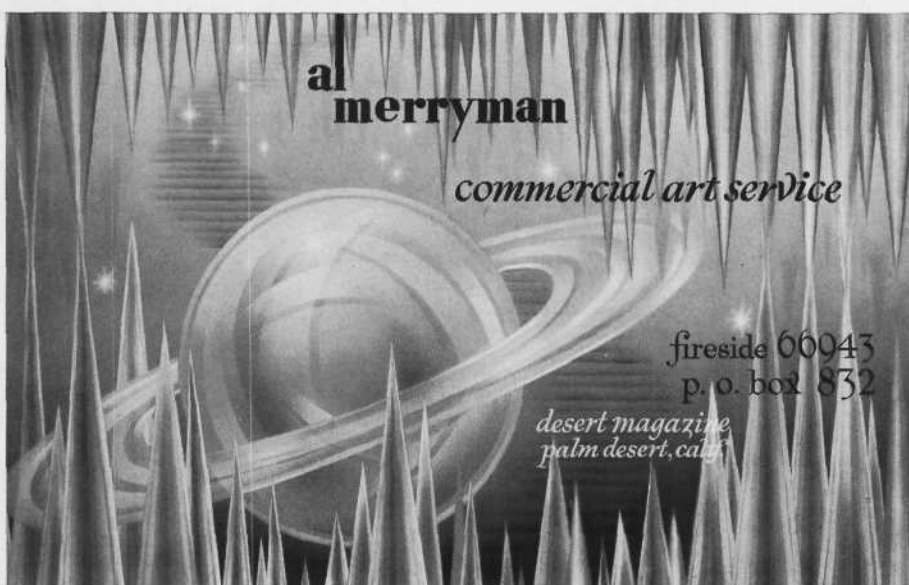
- ☐ 18 Months, beginning with
Vol. I, No. 1, 6 issues.....\$9.00
☐ 1 year, 4 issues.....\$6.00
☐ 2 years, 8 issues.....\$11.00
☐ 3 years, 12 issues.....\$15.00

Payment in the amount of \$..... is enclosed.

Name.....

Street.....

City, Zone, State.....



INDIO BIDS for a NUBIAN TEMPLE

By DOROTHY WATSON

INDIO HAS bid for a 3200-year old Egyptian temple—the priceless Temple Derr, one of 25 Nubian monuments doomed to be lost forever beneath waters of the Nile River unless relocated before completion of the Aswan Dam in 1967. The dam will raise the Nile 192 feet above its present level.

Boldness of the move has attracted worldwide attention, and brought acclaim from lovers of antiquity.

Indio has also inherited a certain amount of controversy: how will the \$1,300,000 necessary for the relocation of the temple be raised? And where will the temple be placed if it is obtained?

Indio's big dream began taking shape when a longtime resident, A. L. Wood, noted an article, "SOS From the Temples of Nubia," in the July, 1960 issue of *Reader's Digest*.

Why shouldn't Indio—physically so much like Egypt—seek to save one of the antiquities?

Wood took the article to Lucile Carnes of the Indio Chamber of Commerce. Together, they went to work on the project. Mrs. Carnes wrote to Dr. John A. Wilson of the University of Chicago, executive secretary of the U. S. National Committee for the Preservation of the Nubian Monuments.

"Indio, known as the Date Capital of the U.S.A., is famous for its National Date Festival, featuring Arabic design," she wrote. "We would like, if possible, to have one of the temples taken apart and rebuilt near



FACADE OF THE TEMPLE ABU SIMBEL, ONE OF SEVERAL BUILT BY RAMESES II—INCLUDING TEMPLE DERR BEING SOUGHT BY INDIO. DERR'S LOCATION MAKES PHOTOGRAPHING IT IMPOSSIBLE.

our Arabic fairgrounds. We would be proud to preserve this treasure for posterity."

Dr. Wilson advised that a meeting of the United Nations Education, Scientific and Cultural Organization would be held in Cairo, Jan. 8, 1961. If Indio wanted to make a firm bid, it would be considered.

Indio bid on Dec. 16, 1960, pointing out that "this lovely desert oasis with its All-American canal winding through date groves and sand dunes has a topography and climate comparable to the setting of Egypt's temples."

Indio asked for Temple Derr, erected by Rameses II 1300 years before the birth of Christ.

While awaiting results of the Cairo meeting, Mrs. Carnes secured the endorsement of the City Council, Riverside County Board of Supervisors, Riverside County Fair Board, Sen. Thomas Kuchel, former Congressman Dalip Saund, the State of California as well as various local clubs and civic organizations.

Dr. Wilson's report arrived Jan. 25, 1961.

"The offer of Indio to transfer the Temple Derr excited great interest and was accepted as a bid," he wrote. "This involves assuming the full costs of moving, plus a contribution (legally a gift, rather than a purchase payment) to the program of the Nubian Monuments."

"It appears that Indio might be faced with a bill of about \$1,300,000 in acquiring the temple. Total cost for salvation alone is estimated by the United Arab Republic at \$848,000. That does not include the gift."

"Does this stagger you?" the scientist asked.

"No," promptly replied Mrs. Carnes, "the \$1,300,000 does not phase us. We have been assured of help."

Derr is considered one of the greatest temples built by Rameses II—the fourth of six he had cut into bedrock of hills along the Nile. It is 125 by 65 feet in size and is located 125 miles south of Aswan, 725 miles south of Cairo.

"You will have in Derr, battle scenes of Rameses II more interesting than the series of religious scenes

ABOUT THE AUTHOR: Dorothy Watson, staff writer for the Indio Daily News for the past three years, is a graduate of Louisiana State University. She holds a M.A. degree from UCLA. For 14 years she served as city editor of the *Hollywood Citizen-News*, and for two years was valley editor of the *Los Angeles Mirror-News*.

which occupy other available temples," Dr. Wilson wrote.

Derr was built for the God of Memphis. It contains a hall of columns 42½ by 46 feet, sculptured reliefs, various statues of Rameses, and a smaller columned inner hall. At the rear is a small sanctuary containing seated figures.

Encouragement for Indio on the national level came when Mrs. Carnes and Bert Farmer of the County Fair Board flew to Washington last year to plead their cause. Several legislators promised help. Since then, many unsolicited offers have poured in.

One came from Dr. Gordon Hewes of the Department of Anthropology at the University of Colorado at Boulder.

He and two other scientists were sent to the Sudan under U. S. Government grants. Their headquarters are at Wadi Halfa, 86 miles upstream from Temple Derr. According to Dr. Hewes, removal of Derr will be complicated since much of it is carved into the mountain, but he doubted that costs would be as high as UAR engineers estimated.

"It is hardly credible that \$81,600 worth of access road would be required to move the temple," Dr. Hewes stated. "Only an unimproved rough track would be necessary down to a suitable spot along the Nile where a heavy barge could be moored.

"It also seems a bit excessive that engineering consultants for relocation and work supervision would amount to \$124,760."

Shipping the carefully numbered and measured components of Temple Derr to Southern California would be a major undertaking.

"The stones will have to be placed on a Nile River barge and either taken downstream to Shellal or upstream to Wadi Halfa," Dr. Hewes said.

"If via Shellal, they will have to be transported around the First Cataract by railroad or truck and loaded again on a river barge for Alexandria.

"If upstream to Wadi Halfa by barge, they could be put onto the Sudan Railway system and moved to Port Sudan on the Red Sea. From either port, they could be shipped by freighter to San Pedro or San Diego, California."

Dr. Hewes is one of many who feel Indio would be an ideal setting for a relocated Egyptian temple, because



**GOES
WHERE
OTHERS
CAN'T**
... or don't
dare

Neither mud, snow, sand, rocks — even a quagmire can't stop the dependable, fun-loving **SIDEWINDER** — the off-road vehicle that begins where others stop.
From \$599.00 up.

10¢ brings you
the full story
of the

Sidewinder

GP ENTERPRISES 152 E. Huntington Dr., Monrovia, Calif.

EXCLUSIVE! Complete do-it-yourself plans and entire Sidewinder parts list — only \$5.00.

THE PALM SPRINGS Spa

*World's most beautiful
Health Spa*



NATURAL HOT MINERAL WATER

Individual Swirlpool BATHS

Expert Masseurs and Masseuses

Inhalation and Rock Steam Room

Three Mineral Water
Outdoor Pools

Figure Control Classes

Beauty and Barber Shop

Reservations: Phone 324-3351

**PALM SPRINGS SPA HOTEL NOW UNDER
CONSTRUCTION — Opening Early 1963**

Keep Posted

on what's happening
in the Coachella
Valley . . . news about
agricultural, resort
and commercial growth
. . . and about people
too.

Subscribe to the

INDIO DAILY NEWS

*Dynamic Voice of the
Coachella Valley*

VIRGIL PINKLEY
Editor & Publisher

NOW! YOU CAN OWN VALUABLE LAND

Just \$10 down and \$10 per month for choice property only 5 minutes drive from down-town

LAS VEGAS

VEGAS VIEW — The real estate with skyrocketing value



\$10. DOWN
\$10.00 per Month
\$795 FULL PRICE

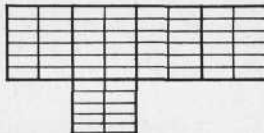


You can now take advantage of the fabulous business boom in the Las Vegas area. Here gains in real estate activity outstripped all other parts of the nation during 1959 with a spectacular jump of nearly 100 per cent in sales volume—this trend and the trend in retail sales and other business activity has continued to soar upward during 1960 and 1961.

Both fun and profit can be yours...Bask in the desert sun...Ski at 11,910 foot Mt. Charleston... Boat, swim and fish at giant Lake Mead. These water and snow-fun areas are within a 30-minute drive of VEGAS VIEW.

Vegas View sites are free of city taxes but adjacent to the present Las Vegas city limits—totally unlike much of the barren land being sold today in remote desert and swamp areas of doubtful future. The lots now have graded streets and electricity on the East and West boundaries of the subdivision. Never again will sites with such a potential increase in value be offered at these low, low prices. Comparable lots in Las Vegas are now selling for many hundreds of dollars more. In VEGAS VIEW just \$10 will start you on your way to early future profits! Total cost of these 50' x 100' sites is only \$795 plus the low interest included in monthly payments. You must act NOW to take advantage of this opportunity of a lifetime. Remember—only a very limited number of these choice sites are available.

LAND, INC.



130 LAS VEGAS BLVD. SOUTH, LAS VEGAS, NEVADA



JUST
2½
MILES FROM
DOWNTOWN
LAS VEGAS

MAIL THIS COUPON TODAY!

LAND, INC., 130 LAS VEGAS BOULEVARD SOUTH
 Dept. DM-1 **LAS VEGAS, NEVADA**

I wish to purchase _____ site(s) in VEGAS VIEW and have enclosed \$10.00 as a deposit on each site. If for any reason I am not satisfied, I understand that my deposit will be returned to me immediately if I notify you within 30 days. Please RUSH brochure and sales contract to me today.

NAME _____

ADDRESS _____

CITY _____

STATE _____

of its natural desert environment, date groves, and proximity to major population centers.

He pointed out that the sandstone temple could survive indefinitely only in a climate such as Indio's.

"With less than three inches annual average rainfall, Indio should have no problem with weathering, although the Temple Derr has received less than a few sixteenths of an inch of average rainfall since it was built," Dr. Hewes said.

He suggested that expert opinions on sandstone weathering be obtained, however.

"Even if there is a risk that the sandstone would deteriorate several times faster in the Coachella Valley than in the Upper Nile valley, one could be reasonably sure that science might come up with a method of preserving sandstone surfaces indefinitely within the next 500 to 1000 years," he added.

Dr. Wilson also thought some protective covering might be necessary. Inasmuch as the temple is visible only from the front and interior, he suggested that three sides be encased within another building.

Important leaders of the Arabian world sanction Indio as the temple setting.

While doing research in the Coachella Valley last summer, Abdul Wahab Al Dabbagh, faculty member of Baghdad University, Iraq, commented:

"Indio's Date Festival and attempt to obtain one of the Egyptian antiquities should be an international as well as national inspiration. This is the spot for Temple Derr."

Last December, M. A. Kamal El-Din, chief inspector of antiquities for the UAR and curator of the traveling exhibition of King Tut treasures in the United States, said unequivocally he hoped Indio secured the temple.

Kamal cautioned that work on removing Temple Derr would have to begin by 1965 if the job is to be completed before flooding starts.

"It will be a great deed for culture, and Indio will be recorded in history if it saves this temple for future generations," he declared.

Until Kamal's visit, many Coachella Valley residents questioned the temple's economic value to Indio.

Only a few weeks later, they heard Fred J. Reinhardt, industrial-research manager of the Riverside County Board of Trade, say the Nubian

temple in Indio and the Palm Springs Aerial Tramway would be the two greatest factors in drawing travelers to the desert valley.

A temple committee corporation is being formed to solicit funds nationally. Some financial help might also come from government—national state, or county—although there have been no definite commitments. Last year, Congress appropriated \$4 million as this country's initial share toward the worldwide movement to save the historic treasures of the Nile River valley. UNESCO has appealed to all nations and peoples to raise \$75 to \$100 million. The United States' share is estimated at \$10 million.

But Indio hopes to raise the \$1,300,000 itself.

If the U.S. pays all of the bill for the Temple Derr or even the major portion of it, there is no assurance that Indio will get it. The temple would probably end up at the Smithsonian Institution in Washington.

If Indio does the job, its title to the temple can hardly be challenged. No other agency in the world has made a definite "offer" for Derr.

But, if Indio obtains Derr, another problem must be solved—that of a permanent location.

Mrs. Carnes, Wood and others favor a date grove, probably near the fairgrounds. Others violently oppose placing the shrine in a "carnival atmosphere." They advocate the foothills, away, from town. These hills are almost identical with the sandstone banks of the Nile where the temple has rested throughout the centuries.

In many foothill spots there are oases filled with native palm trees. Why not place the temple in one of these? ask opponents of a town site.

Not accessible enough—too near the San Andreas Fault which occasionally sends a tremor through the valley, say the townspeople.

Indio's date groves are its most distinctive feature. To the oldtimers and those who love the desert, the foothills are equally beautiful. Their serene setting may be more in keeping with the spirit of a 3200-year-old temple.

Would tourists drive into the hills to see Temple Derr? Would they be more apt to visit it in a date grove?

Answers to these questions likely will cause as many headaches as raising the \$1,300,000. But hopes and interest continue high. ///

EVERY MONDAY

DURING THE 1963 SEASON

A Four-Day Motorboat Tour
of Glen Canyon (Lake Powell)
to Rainbow Natural Bridge

(Start at and return to Hite, Utah)
• Also - Day Trips • Sightseeing Rides
LITERATURE UPON REQUEST

GLEN CANYON BOATING
WHITE CANYON, UTAH

the

HELL HOLE

The story of the infamous old Arizona

TERRITORIAL PRISON

at Yuma...illustrated with historic photos.

For your autographed copy, send
\$1 to: The Brents, Rt. 3, Box 1-F,
Yuma, Ariz. Postage prepaid.

Metal Detectors

BOUGHT — SOLD — TRADED

Dealer For

Detectron, Fisher, Goldak,
Raytron, GeoFinder,
Metrotech

Repair Service

BILL'S SERVICE CENTER

15502 So. Paramount Blvd.
Paramount California

IN NAVAJO LAND

Laura Adams Armer

"Mrs. Armer has a warm and sensitive feeling for her Navajo friends of four decades. The book is valuable as an authentic view at a time and people now long gone."—Charles E. Shelton, DESERT

107 Pages • Hardcover • Illustrated

\$3.95 From Your Bookstore

Published by DAVID McKAY CO., New York

COMPLETE

Salton Sea Fishing Guide

Condensed from the author's soon-to-be-published "Salton Sea Recreation Guide"

By V. LEE OERTLE

THE sportfishery established at Salton Sea is little short of miraculous. In only 10 years the Sea has been transformed from an unproductive agricultural sump into the most fantastic "fish story" ever told.

The challenge presented by Salton Sea to the California Department of Fish and Game was overwhelming. Here lay the largest body of water in the state—340 square miles—virtually abandoned. In our parched section of the state, Salton Sea was desperately needed for recreational purposes. But consider some of the obstacles facing the biologists:

While salinity was on a par with the Pacific Ocean, chemical content differed in many ways. Obviously, there would be great problems for transplanted marine life. Seasonal water temperatures of the Salton Sea ranged from a low of 50 degrees to a high of 97. To make matters worse, there was no guarantee that the water level and environment would remain stable. Both had, in fact, fluctuated greatly throughout the sea's brief life.

Fish and game men were aware of Salton Sea's tremendous sportfishing potential long before most Californians were even conscious of the need. As far back as 1929, efforts had been made to transplant striped bass into Salton Sea, but the initial plant was a failure. Sporadic attempts to stock fish were made up until 1950, when a new program was begun in earnest.

Salton Sea is today the most popular inland waterway in the state, from the standpoint of use. Literally thousands of people visit it each weekend. Holiday crowds approach the fan-

tastic. Sport fishery has been one of the two main reasons for this boom. Fishing is second only to boating in Salton Sea recreation.

The accompanying list of known fish introduced into the Sea graphically illustrates the long, hard pull to transform the Sea into what it is today. At no time was a large budget available to the men who handled the project. Bit by bit, research data was pieced together to forge the food chain, find and transplant suitable fish, and finally triumph over adversity.

To begin with, the only fish naturally present in Salton Sea was the desert pupfish, a tiny two-inch specimen that while numerous is no meat for the angler. All other "native" species eventually appeared in Salton Sea from two major sources: the Gulf of California, via the New and Alamo rivers; and from the Colorado River. The surging, crashing jumble of water that in 1905 burst out of the river banks carried uncounted thousands of fish into the Salton Sink. Still more amazing, these freshwater fish not only survived even after the Sea began its slow metamorphosis to salinity, but seemed to thrive near the mouths of freshwater inlets.

The Sea's chemical change spelled doom for most fish then present in the lake. Biologists tell us that salinity in the center is apt to be greater than along the shoreline, where quantities of fresh drainage water enter daily. It seems reasonable to suppose that fresh-water fish, by instinct, moved into the shallows, thence up into the mouths of the rivers and drainage channels as salinity approached the intolerable level. Plant life, too, suffered similarly, affecting the food-chain which provided sub-

sistence for fresh-water fish. All these natural calamities eventually brought about the transition from fresh to salt water.

When did this take place? Establishing an exact date is something not even the biologists have settled — it was some time in the World War I era, when there was little if any interest in the fish problem. People were more concerned with the loss of farmlands being inundated by rising waters.

However, in 1916, a man named Evermann did write: "There is still a sizable population of freshwater forms, despite the fact that the water is quite brackish, strongly alkaline, and very warm."

The passage of years, continual evaporation, and the loss of water rapidly increased the salinity. By 1929, an observer was able to report that the carp and the bonytail had vanished. The humpback sucker was common. Mullet were becoming scarce.

In 1929, two events ultimately proved significant to the future of the fishery in Salton Sea. The first fish deliberately stocked by man were planted—on October 20, 900 striped bass were released in the Sea, never to be seen again! Secondly, ghost shrimp, pileworms (*neanthes*), and mudsuckers from San Diego Bay were introduced into the Sea to provide food for the striped bass. Although the striped bass failed, these initial fish-food introductions led to important results in later years. The mud-sucker thrived and became a forage fish for the corvina. The pileworm multiplied into billions and eventually formed the all-important link in the fish-food chain — the pileworm is the principal food of the gulf croaker, which in turn is preyed upon by the corvina. Without the pileworm, the entire Salton Sea fish food chain would collapse.

An intriguing report in 1942 indicated the presence of numerous ten-pounders (or machete) in Salton Sea. Since that time, no evidence of this species has been reported. Assuming

ABOUT THE AUTHOR: V. Lee Oertle has been a freelance writer for the past nine years, specializing in outdoor sports, boating, fishing, travel and camping, and automotive testing. His intimate association with Salton Sea goes back 14 years—well before game-fish were present, and long before boating became the great national pastime. "With proper planning," he writes, "the Salton Sea will become the West's greatest inland attraction—with fantastic recreational potential." Oertle has camped on almost every point of the Sea's shoreline, and explored every part of it by boat. The fishing guide on these pages is a condensation of the fishing chapter which will appear in Oertle's forthcoming *Salton Sea Recreation Guide*, which he plans to make the most comprehensive and practical book ever attempted on this region.



THE AUTHOR SHOWS-OFF A HEALTHY ORANGEMOUTH CORVINA

that the description was accurate, what happened to these carnivorous fish?

Near the mouths of the New and Alamo rivers, the Whitewater Drain, and the Coachella Canal Wasteway, there are small numbers of catfish, carp, bluegill and sunfish. These are probably the descendants of fish swept into the Salton Sink when the Colorado River burst its banks so long ago.

THE GAME FISH

While the accompanying chart shows a surprising variety of fish transplanted into the Salton Sea since 1929, only a handful have become firmly established. The two game fish pursued by fishermen are the sargo and the orangemouth corvina. Another species, the shortfin corvina, is also present but has not spawned. The striped mullet, once numbering in the millions, are scarce. Mullet do not spawn in Salton Sea, according to DFG studies.

Gulf croakers—called bairdiella by the DFG—are present in fantastic numbers. They provide the bulk of food for orangemouth corvina. As a game fish, they are restricted by size, since they seldom exceed 12 inches in length. However, they are readily caught on hook and line with small pieces of bait. Threadfin shad entered the Salton Sea from the Colorado River drainages and are quite numerous. They play a small part in the corvina food-chain. Also present are desert pupfish, mosquitofish, and longjawed fish.

News describing Salton Sea as a "hot" fishing spot spread rather slowly, despite some fantastically good catches made in 1958—the first really good season.

The first rush of excitement brought vast confusion among anglers. Where to fish at Salton Sea? Now more than 370 square miles of water surface . . . a shoreline almost a hundred miles long . . . very few easily-recognized landmarks, coves, lagoons

QUICKEST WAY TO OUTDOOR COMFORT

From the top of your car



To A Spacious Room 7½' by 10½'



sets up quickly and easily



Check these fine features:

1. Sets up quickly and easily in a few minutes.
2. DETACHES from car in seconds—Just push two buttons and guy rope.
3. Carrier has room for gear for four people besides Kar Kamp. Station-wagon models loges gear for 8.
4. Quality duck—has floor, screened and zippered doors and windows. weighs 88 lbs.
5. Fits any hard top car—large or small, foreign cars too.

Prices \$99.95 to 399.95

Write for booklet to

Kar Kamp Mfg., 8925 E. Garvey Ave.
Dept. L, S. San Gabriel, Calif.

REMEMBER BIRTHDAYS with
a DESERT subscription . . . \$4.50

Just 15 minutes from PALM SPRINGS

"An Elegant Tradition in
Restful Desert Charm"

**La
Quinta
HOTEL**

California's Distinguished Desert Retreat
INDIVIDUAL HACIENDAS—surrounded by 35 acres of green lawns, bright flowers, date gardens and the aroma of citrus blossoms—complete privacy and seclusion • **POOLSIDE** dining and social activities—and dancing to orchestra music nightly • **DELICIOUS CUISINE**—favorite with families • **GOLFING**—amid jewelled lakes and rolling dunes—a beautiful championship 18-hole course • **TENNIS**—new courts • Moonlight steak rides • Children's large playground and private pool

LA QUINTA HOTEL
LA QUINTA, CALIFORNIA
Diamond 7-4111



IT'S UNIQUE

Shave close, clean, fast... without irritation. Shave ANY PLACE—auto, trailer, camping, home or office. Standard flashlight battery operates this Swiss precision shaver with double action rotary head of finest quality steel. Keep one in car or trailer. Year guarantee. Sent by air-mail from Europe (allow 2 weeks)... pay postman few cents duty (can't be prepaid). ORDER NOW... send just \$9.50 to

A. SNOWDEN
P. O. Box 205
Woodland Hills, Calif.
(Calif. add 38c tax)

V-8 POWERED JEEP & SCOUTS

The enjoyment you will have when your rig is V-8 powered is tripled. Sand, hills, mud are no longer obstacles. Highway travel is quicker, giving more time to roam the desert. Chuchua's adaptor housings are designed to make each installation easy and strong.

Adaptors are full bell housings, not plates, using 9½" input shafts making little or no firewall cutting necessary.

Priced from \$62.50 for all General Motors, Chrysler, and Ford and Mercury V-8's

Write today for FREE information

BRIAN CHUCHUA'S

Four Wheel Drive Accessory Center,
1625 Harbor Blvd., Fullerton, Calif.

MOST OF THE PHOTOS APPEARING IN THIS SPECIAL COACHELLA VALLEY ISSUE

Were Taken by

DENNIS HOLMES

3164 Mayfair Lane Riverside
(OR BOX 9, DESERT MAGAZINE, PALM DESERT, CALIF.)

... Specializing In ...

COLOR PHOTOGRAPHS
and POSTCARDS for
Coachella Valley Motels, Hotels, Trailer
Parks, Golf Courses, Commercial Buildings

or islands as reference points. "Where do you go to catch fish?" was a common question.

To someone unfamiliar with the Sea, it was a hard question to answer. Only four concrete boat-launching ramps existed that spring of 1958, along the entire shoreline. This was a condition bound to cause frustration, confusion, and disappointment. I met many disgusted anglers. It was a common thing to find 50 or 60 boat owners with no fish, and one or two with limit catches—all in the same marina.

While there are fish "everywhere" in Salton Sea, the history of fishing teaches that some areas consistently produce better than others; that certain fishing methods are more reliable; and that on some days, no matter where you go or what you try, you will not catch fish.

Your first attempt to fish Salton Sea will probably be more revealing than rewarding. From then on, the odds go up in your favor.

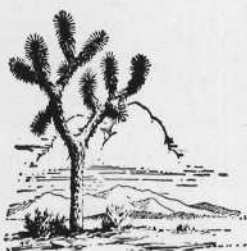
FISHING: SARGO

Sometimes called the China croaker, blue bass, or ocean perch, the sargo attains a length of from 14 to 20 inches in the Pacific Ocean. In the Gulf of California—from whence the original plant of 65 sargo was taken—length seldom exceeds 14 inches. They resemble extremely large sunfish in appearance. A large black bar runs vertically across the body below the fifth to seventh dorsal spines. Very small sargo have two black bars running laterally along the body, and do not show the large black body bar.

Sargo are terrific fighters for their size. On light tackle, they'll give any angler his money's worth. The first verified hook and line catch was not made until September 17, 1958, at the U.S. Salton Sea Base on the west shore.

At present, sargo are extremely plentiful. Catches are made in almost every portion of the lake. Their growth and propagation into vast numbers is astonishing—the original planting of 65 sargo was obtained by two biologists fishing with rod and reel in the Gulf of California. The 65 specimen sargo were transported overland and dumped into the Sea on March 3, 1951. This was the only planting of sargo ever attempted. From these 65 brood fish, fantastically good survival and spawning success has resulted.

Most sargo catches I have observed were from the shoreline, mainly off



SUBSCRIBE TO

Desert

(or Renew your subscription)

and save on this special 40-month rate!

Send to _____

Street _____

City _____ State _____

☐ 40 months \$11

(Regular price of a 3-year subscription)

☐ 1 year \$4.50

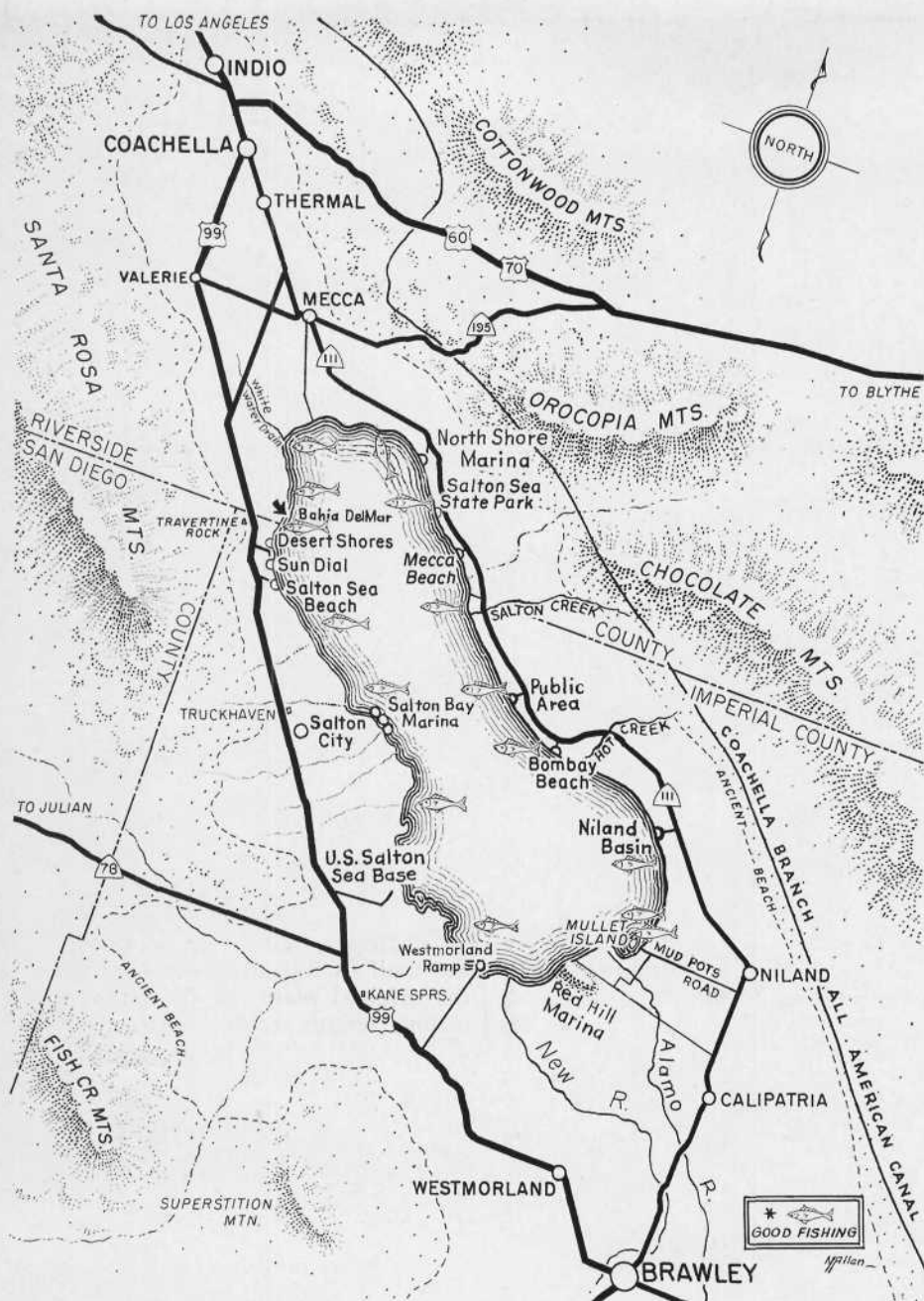
(12 issues)

This subscription is New ☐ Renewal ☐ Gift ☐

(Sign gift card: _____)

☐ Remittance Enclosed ☐ Please Bill Me

Mail to DESERT MAGAZINE, Palm Desert, California



rock jetties. The State Park has been especially productive for sargo. Freshwater tackle should be used, with hook size running from about number 8 to number 10. Light leaders—from four to eight-pound test—are good.

Bait might include small pieces of frozen shrimp, red worms, and almost any other bait used successfully on catfish or bass. I've caught sargo on mudsuckers while fishing for corvina, though not often. They seem to forage closer to shore, particularly at night.

One of the best ways to take sargo is to fish near dead trees, in brushy channels, near the mouths of the New and the Alamo rivers. The entire shallow area offshore from Red Hill Marina south and west to Obsidian Buttes is good sargo water. Tie

your boat to these dead trees and dangle tiny pieces of shrimp down the trunks. You'll get snags, but you'll catch fish.

Another productive sargo area—from shore—is in the cane jungles along the Alamo River, running inland from Salton Sea, near Red Hill Marina. You'll have to fight an opening in the thick stand of canes along the river, then toss your line into the current and let it fall back against the bank. Many sargo have been taken here. They do not run as large as those taken in deep water in the Sea itself, but they are plentiful in season.

Several other methods are used to take them. Some anglers prefer to use a float, with the baited-hook dangling about two feet below the surface. Other anglers attach a half-ounce

FINAL INVITATION

... to see, photograph and enjoy one of the greatest "beauties" on earth:

GLEN CANYON

of the Colorado River in Utah. Boat 122 miles along 1000-foot-high canyon walls of indescribable beauty.

Visit: RAINBOW BRIDGE

In mid-January, gates on a diversion tunnel were closed on GLEN CANYON DAM in Arizona. Lake Powell has begun to rise, and will in a few months inundate 154 miles of GLEN CANYON and the superb beauty in the mouths of hundreds of side canyons and glens, never to be seen by man again.

You may join 7-day boating trips every other week during **April, May, June, 1963**

Drive or fly to launching point.

In our 25 years of guiding on Western U. S. and Canadian Arctic waters, we offer our 18-year old base fare:

7-days \$125.

Come, join us—Into A Land of Great Beauty—the river Canyonlands . . .

LARABEE and ALESON
WESTERN RIVER TOURS
Teasdale, Utah, USA

PLAN TO VISIT

Mexican Hat, Utah

★★★Cafe, Motel, Trading Post; Clothing and Curio Store; Service Stations, Automotive Garage; Navajo Rugs, Jewelry; Film and Travel Supplies; Air Strip, Hangar and Tiedowns; Overnight Travel Trailer and Camper Facilities.

★★★For additional information write—

MEXICAN HAT
Chamber of Commerce
MEXICAN HAT, UTAH

We Sell and Service

LAND-ROVER

Jeep

The fabulous Land Rover & the Well known Willys Jeep
6, 7 & 10-PASSENGER STATION WAGONS,
PICK-UPS, STAKE AND CAB-OVER TRUCKS,
1/2 to 1 1/2 TON
A 4-WHEEL-DRIVE FOR EVERY PURPOSE
You name it—we've got it

Hall Motors

Parts, Sales and Service

Cypress at Van Buren

ARLINGTON, CALIF.

OV 9-8440

ESCALANTE - GLEN CANYON VOYAGE



RAINBOW BRIDGE GREGORY BRIDGE

Wilderness Adventure in the
Canyons of Southern Utah

...boating, hiking, swimming,
sunbathing, camping, exploring...

- Six day trips scheduled
April thru September
- Each trip is limited to 12
persons
- Special Charter Trips are
available

There are three Escalante
Treks this year which will
include visits to the eight
arches

Write for FREE
River Recreation Literature

WONDERLAND EXPEDITIONS

KEN SLEIGHT, RIVER GUIDE
6575 South Main
Bountiful, Utah

sinker, and use the still-fishing
method off the rocks. The success of
lures on sargo has been sporadic. At
some times of the year, they will
strike a wobbling spoon or flatfish,
but in general, the use of cut bait
and red worms seems best.

FISHING: CORVINA

A school fish, the orangemouth
corvina was closely studied by re-
searchers during the first six years of
its life in the Sea. Considering the
many millions of corvina now present
there, the smallness of the original
brood stock numbers seems almost un-
believable. Planting took place start-
ing May 12, 1950. These were speci-
mens seined from the shores of the
Gulf of California. Additional plant-
ings of corvina were made up until
May, 1956, but the majority of these
fish were the shortfin variety. The
entire population of orangemouth
corvina—the most abundant game fish
now present in Salton Sea—stems from
a total of only 272 adult broodstock!

The first recorded corvina spawn-
ing in Salton Sea took place in 1952.
In some years, two spawnings were
believed to have occurred.

As late as 1956, the estimated or-
angemouth corvina population was
a low 40,000. By 1957, the minimum
estimate ran to 800,000. Today the
estimate runs high into millions.
They are taken almost every day of
the year throughout the Sea.

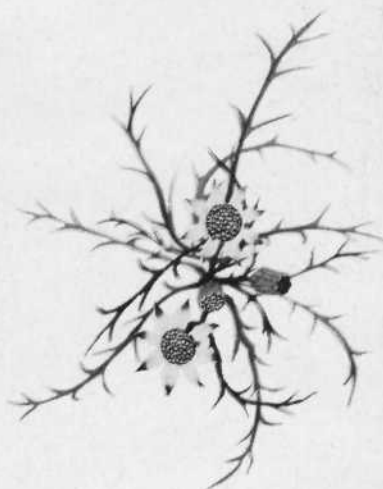
The orangemouth is a long, sleek,
racy fish with a tan back and silvery
flanks. It has a large mouth filled
with needle-sharp teeth which can
shred a fishing line like paper. The
lower jaw is longer than the upper
jaw.

Orangemouth corvina weighing as
much as 32½ pounds have been
taken on hook and line. Perhaps
they get much larger. At age one year,
they'll average a pound in weight.
By the end of the second year they
may be up to 3¾ pounds. Fish taken
on hook and line generally run from
2 to 16 pounds during the peak of
the season.

I've been present dozens of days
when limit catches were beached at
Salton Sea (six corvina is legal limit).
The bulk of them were taken by boat.

Because corvina run in schools, the
practice of generally still-fishing will
not be as rewarding as walking along
the shoreline, or trolling or drift-
fishing by boat. Because of this school
pattern, a fishing hole may be pro-

... as featured in the
Feb. '63 "Desert"



HOLE-IN-THE-SAND

Desert "Blooms and Blossoms"

In full-color, printed by
the artist

on Note Cards

Sand Verbena • Dune Primrose •
• Smoke Tree • Gold Poppy •
Phacelia • Desert Five Spot •
many others!

Packaged in dozen lots,
with envelopes . . . \$1.50

Order by Mail:

HENRY MOCKEL
Box 726-D

Twentynine Palms, Calif.



TRAVOIS . . . two-wheel utility vehicle.

Designed and developed for mountain and
desert. Front-wheel drive gives excellent han-
dling in sand or snow. 5-HP Briggs & Stratton
engine allows speeds up to 35 MPH. \$450
plus tax.

GIBBS PRODUCTS

Box 116
Caliente, Calif.
Ph: Walker Basin 2763

Or See At—

JOHNNY'S
MOTORCYCLE CO.
415—19th St.
Bakersfield, Calif.

PAT. PEND.

ductive one day and absolutely lifeless the next.

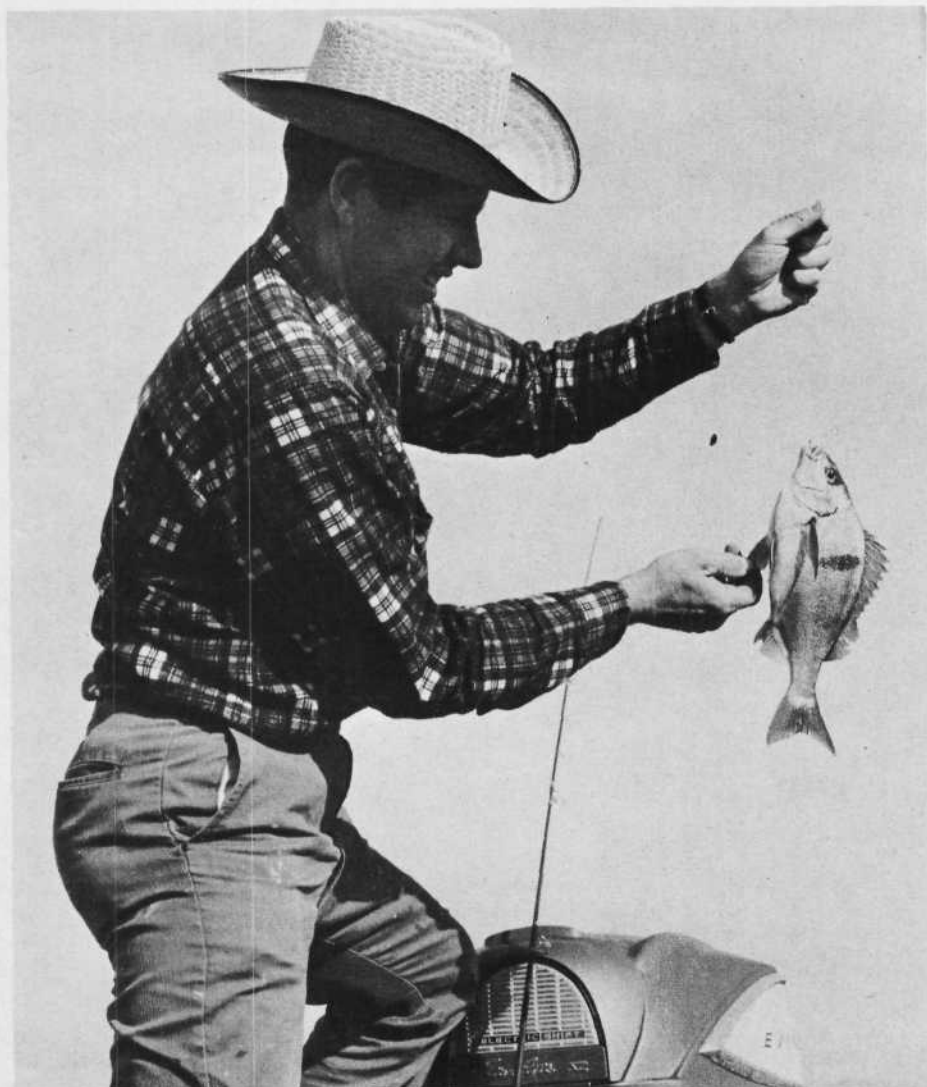
Corvina spawn from January to July, but one season provides no better fishing than another. While a great many corvina are taken in the fall, many are taken in spring and summer. Hot weather generally discourages activity by anglers, but it seems significant to me that large fish, the fastest action, and the most concentrated schools of corvina have been reported in hot weather—often at night. My preference is November. May and June are good. July through September, if you can take the daytime heat, is productive. Thus, no “best time” can be stated with authority.

Corvina are unpredictable, but net samplings at various times of the year indicate that they avoid the deepest water in summer, choosing a depth of between 10 and 15 feet. After October, they move closer to shore into water from 4 to 15 feet deep. But these observations by the DFG are not conclusive. The largest fish ever taken was landed in water

less than two feet deep, by an angler whose boat had been forced to shore by a strong wind. I've caught them off the southeast corner of Mullet Island in water so shallow their dorsal fins were visible! This leads me to believe that corvina are present in large numbers almost everywhere in Salton Sea. If they're in a mood to strike, water depth, time of year, and general area is unimportant.

Corvina fishing demands some special tackle. I strongly recommend the use of steel leaders. Corvina can bite off 20-pound-test nylon leaders—without even a tug on the line! Short steel leaders are not advisable. Use steel leaders at least 24 inches in length. Corvina have a large mouth and may swallow the bait and simply bite off your line *above* a short steel leader. Fishing from a boat, I've watched corvina swim after a big five-inch flat-fish lure and simply swallow it whole—treble-hooks and all! When they're in a mood to hit, nothing scares them.

I recommend at least 15-pound-test line. Many anglers use 20- and



A SCRAPPY SARGO COMMANDS THE AUTHOR'S ATTENTION. FISH WEIGH FROM 2 TO 3 POUNDS.



Allons!

The Maharajah takes you on a MOTOR HOLIDAY IN EUROPE 23 days—all expenses paid

(including round-trip jet economy fare from New York) a fabulous travel value at only

\$827

See the *most* of Europe—and see it in luxurious Maharajah style! In your private, comfortable motorcoach, you travel at ease through magnificent countryside . . . through the great cities and picturesque villages of England, France, Italy, Austria and Switzerland. You'll enjoy special entertainments, too: A “Yodel Night” in Lucerne, a “Roman Night” of wining and dining, a “Gay Night in Paris.”

All this, plus all transportation, select hotel accommodations, practically all meals, and hosted sightseeing is included in the cost of your tour . . . a fabulous value! Also available, a 30-day tour which adds Germany, Holland and Belgium to your itinerary for the all-inclusive price of \$927. For more information, see your travel agent or send the coupon below!

MAIL THIS COUPON TODAY!

AIR-INDIA

543 So. Olive St., Los Angeles, Calif.

Please send me FREE brochures on the following AIR-INDIA tours:

- ☐ Motor Holiday in Europe
- ☐ Holy Land Tours
- ☐ Middle East and Greek Islands
- ☐ Around-the-World Tours
- ☐ Europe in your own car (Purchase or Lease)

NAME

ADDRESS

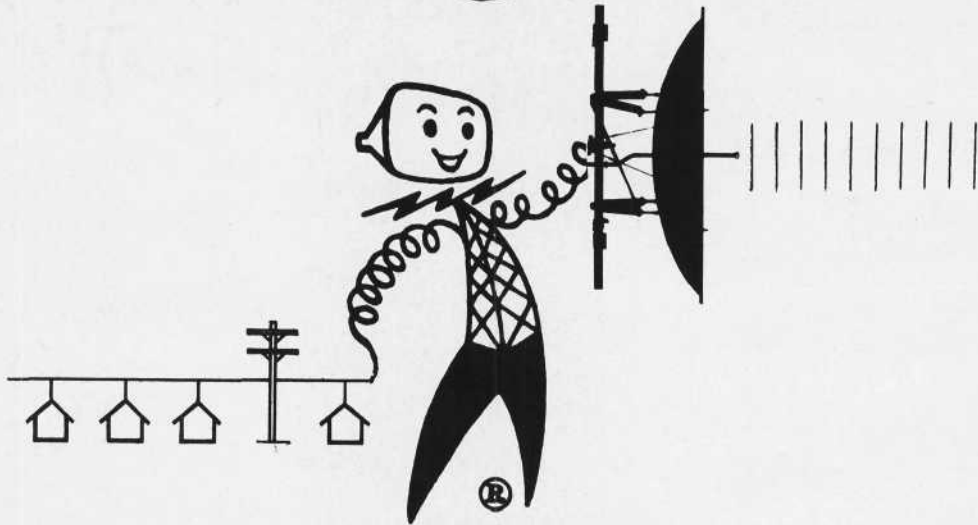
CITY

STATE

NAME OF TRAVEL AGENT

30 Years of Dependable Service

Abel Cable



SERVING

**Cathedral City Palm Desert Palm City
Rancho Mirage Indio Coachella
LaQuinta**

**FOR
GREAT
TV IN '63**

DESERT TV CABLE

73-706 HIGHWAY 111-----PALM DESERT, CALIFORNIA

CALL FI 6-8157

even 30-pound-test lines. Light line may be sporting, but I dispute the justice of allowing a fish to swim off with your hook embedded in his mouth, trailing a 10-pound-test line he has snapped during a hard fight. His chances of survival are reduced—and you've lost a fish. Heavier lines will solve both problems, especially for the average angler.

Tackle can be fresh-water gear of

at the right time, then play the fish as required.

Corvina strike in a manner similar to a catfish. They'll take the bait or lure in their mouth and run with it a short distance—if they feel resistance, they try to spit it back out again. Quite often, they'll double back toward the angler, swimming fast, taking the tension off the line so they may disgorge the bait.

For this reason, the experienced angler allows the corvina to run a short distance before setting the hook with a jerk of the rod tip. Once hooked, the corvina typically dashes off in a wide arc, perhaps sounding as he goes. Frequently, they'll break the surface, jumping and thrashing the water. This failing, they'll head for the boat, dive underneath and continue in the opposite direction. They're completely unpredictable. I'd compare their fight to that of the Pacific Ocean albacore.

Corvina strike at almost any kind of lure when in the mood. This includes flatfish, wobbling spoons, spinners, plastic worms, artificial mudsuckers, or water dogs. The use of live bait is most reliable. Bait is available at nearly every Salton Sea landing. Mudsuckers are impaled through the jaws on hooks ranging from about number 6 up to number 1 or larger. Fishing methods vary.

By boat, the most popular and successful method is drift-fishing. Anglers bait their lines or attach lures, cast them away from the boat, and let the wind push the boat at random. Let out at least 50 or 60 feet of line. Sooner or later, the boat should pass through a school of corvina and the action starts.

Shoreline fishing methods must be tailored to the situation. You can wade waist-deep in water and cast out, or fish the rock jetties. Walking as you fish is apt to be most productive.

Fishing from shore has its problems. A light surf-casting pole is best, since it allows the angler to obtain more distance in casting. Fishing from shore at night has been good at times, but remember, corvina move constantly. Your chances of success are better if you move occasionally, whether in a boat or on shore.

THE SALTON FUTURE

The fishery established through long and exhausting study at Salton Sea is a precarious balance of nature's forces. If the food chain remains unbroken, if the salinity does not increase at too fast a pace, and if water pollution does not rapidly ac-



GOLD MEDALLION (all-electric) HOMES

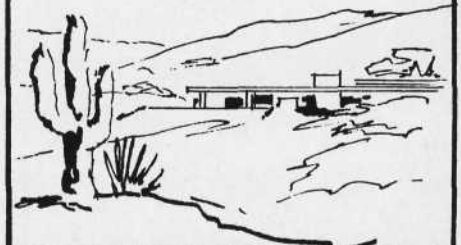
are everywhere on the desert.

They offer a more convenient way of desert living **because** they are all-electric.

Before you build or buy your desert home discover what electric living means.

Write, phone or visit our nearest office for a list of certified GOLD MEDALLION home builders.

CALIFORNIA ELECTRIC POWER COMPANY



KNOWN FISH INTRODUCTIONS INTO THE SALTON SEA

Date	Number/Common Name	Where Acquired
20 Oct 1929 ...	900 striped bass	Tracy, Calif.
24 Oct 1929 ...	1500 striped bass	Tracy, Calif.
21 Oct 1930 ...	1800 striped bass	San Francisco Bay
13 Nov 1930 ...	500 longjaw mudsucker	San Diego Bay
1934 ...	15,000 silver salmon	Forest Home Hatchery
2 Oct 1948 ...	43 anchovy	Guaymas
23 Dec 1948 ...	1000 anchoveta	San Diego
"	12 green jack	San Diego
10 May 1950 ...	5000 anchoveta	"
12 May 1950 ...	29 bonefish	"
"	2 anchoveta	"
"	1 halibut	"
"	40 silverside	"
"	1 spotfin mojarr	"
"	2 paloma pompano	"
"	27 orangemouth corvina	"
"	14 shortfin corvina	"
"	1 totuave	"
"	7 California corvina	"
"	1 corvina	"
"	15 croaker	"
"	57 bairdiella	"
14 Dec 1950 ...	25 white mullet	"
"	600 silverside	"
"	1 halibut	"
"	1 Monterey Span. mackerel	"
"	1 California corvina	"
"	12 spotfin mojarr	"
"	1 mojarr	"
15 Dec 1950 ...	15 striped mullet	"
"	60 white mullet	"
"	70 silverside	"
"	1 roosterfish	"
"	1 California corvina	"
"	75 spotfin mojarr	"
"	1 mojarr	"
28 Mar 1951 ...	30 anchoveta	"
"	300 grunion	"
"	3 orangemouth corvina	"
"	2 shortfin corvina	"
31 Mar 1951 ...	48 bonefish	"
"	6 anchovy	"
"	8 anchoveta	"
"	5 white mullet	"
"	3 silverside	"
"	4 halibut	"
"	140 diamond turbot	"
"	1 flounder	"
"	65 sargo	"
"	12 spotted bass	"
"	7 opaleye	"
"	2 wrasse	"
"	1 orangemouth corvina	"
"	200 scalyfin corvina	"
"	1 shortfin corvina	"
"	200 totuave	"
"	10 bairdiella	"
"	2 corvina	"
"	1 spotfin mojarr	"
"	63 mudsucker	"
14 Dec 1951 ...	72 silverside	"
11 May 1953 ...	6000 northern anchovy	Los Angeles Harbor
13 May 1953 ...	44 shortfin corvina	"
"	35 croaker	"
"	4 California corvina	"
"	1 paloma pompano	"
"	26 Pacific thread herring	"
15 May 1953 ...	50 shortfin corvina	"
"	38 orangemouth corvina	"
"	4 California corvina	"
10 Mar 1955 ...	3000 anchoveta	"
10-11 May 1955	114 shortfin corvina	"
"	4 orangemouth corvina	"
Apr-May 1956 ...	8 totuave	"
"	1 scalyfin corvina	"
"	1545 shortfin corvina	"
"	59 orangemouth corvina	"

*Gulf of California

a heavy-duty nature, such as that used on steelhead or striped bass. Trout and bass rods are too light, in my opinion. The light flex-resistance of trout rods allows the corvina to run without enough pressure to effectively set the hook. Stiffer poles allow the angler to set the hook



Simplicity Model 725 IS TOPS

From the first moment you mount the Simplicity 725 you realize it is truly the finest, most dependable riding tractor in America for handling the greatest number of lawn and garden jobs.

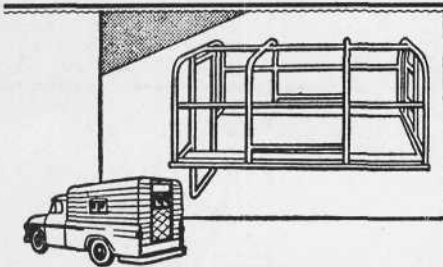
A peerless power package, the Simplicity 725 helps you in hundreds of ways . . . never flinches on the tough jobs . . . isn't even winded long after others quit . . . yet handles gently as a lamb.

Send for prices and descriptive literature
Calif-McCulloch Equip Co.

800 WEST CARSON ST.
TORRANCE, CALIF.

TWELVE MONTHS

of Desert for a friend—
only \$4.50 for a thoughtful gift



MACDONALD'S Camper Kit Co.

YOU CAN EASILY turn our kit into a complete, professional looking, well-built camper in just a few hours with simple hand tools. (Or complete line for the man who wants one assembled).

STRONG STEEL TUBING framework and beautiful heavy aluminum cover, scored for strength. Extremely light.

FEATURES LARGE WINDOWS and rear door; wide range of optional equipment and accessories to further enhance your camper.

Write or visit one of our 12 western plants:

Macdonald Camper Kit Co.

EL MONTE 11015 E. Rush	SAN JOSE 1070 Elm	EL CAJON 501 Wile
HAYWARD 82 W. Jackson	VENTURA 181 West Main	OGDEN, UTAH 185 West 12th
SACRAMENTO 4865 Pasadena	EAST MESA, ARIZ. 9643 Apache Trail	
PORTLAND, ORE. 9215 SE 82nd	FRESNO 1525 Blackstone	
PUYALLUP, WASH. 207 Jovita N.E.	TUCSON 4952 Casa Grande Hwy.	



THIS IS SARGO COUNTRY—AROUND DEAD TREES, IN BRUSHY CHANNELS, NEAR ROCKS

celerate, the immediate future of fishing is assured.

Salton Sea appears to have reached a relative stability, with an annual fluctuation of the water level of little more than an inch the past few years. Stability of the total volume increases salinity at an ever-rising rate.

There are other threats. Weed sprays and insecticides are used liberally on Imperial Valley farmlands. Irrigation water picks up these contaminants, and eventually they are discharged into Salton Sea from which there is no escape. Evaporation concentrates the salt, insecticides, and other pollutants. Because of these factors, estimates of the life of the fishery run from 14 to 25 years.

However, biologists caution us to remember that salinity increases may be felt first in the central portions of the lake. Constant counter-clockwise currents spread river water slowly northward up the east side, across the north end, and down the west shoreline. Salinity will increase fastest in the areas farthest from the point of entry of dilution water. The fish population can be expected to retreat gradually toward these areas. Even though the corvina and sargo are saltwater game fish, there is a limit to the salinity they can endure. The salinity content at present ranges from 3.2 percent to as high as 3.6 percent. When salinity of Salton Sea reaches 4 percent, it is expected fish life will be adversely affected. There

is no proof yet just when this situation might occur, or if the 4 percent level represents the limit of tolerance for the present fish population. The change in salinity also can affect the fish-food chain—the plankton, pileworms, gulf croaker, mudsucker, threadfin shad, and through them, the game fish.

In his long study of the Salton Sea sport fishery, Dr. Boyd Walker (Department of Zoology, University of California) made this interesting recommendation:

"The only thing which could have a profound effect on the life of the fishery would be environmental control. To be effective, this would need to reduce drastically the rate of salinity increase. Since there is no conceivable method by which the addition of salts to the Sea might be stopped (the agriculture of the area is dependent upon this practice) it would seem that the only possibility of control would be to remove salts.

"Removal of salts from the Sea is possible, and the low relief of much of the shoreline would aid such an undertaking. Whether or not this kind of project is justified becomes a matter of economics. Eventually, Salton Sea will become a brine lake similar to the Great Salt Lake of Utah, if the salinity buildup goes unchecked. (It would take 400 years for Salton Sea to become as salty as Great Salt Lake with present conditions, according to M. J. Dowd, of the Imperial Irrigation District.) The

project was unable to investigate possibilities for salinity control. We can only point out the inevitable consequences for lack of control."

Dr. Walker's comments should concern everyone. Officials of the Department of Fish and Game have advanced two interesting possible methods for removing salts: install an atomic reactor on the shores of Salton Sea to provide the necessary power to remove salts by mechanical means from the water, which would entail building dikes around portions of the shoreline, pumping water into these reservoirs, through the de-salinators, and back into Salton Sea.

The second method: Water from the Gulf of California could be pumped into Salton Sea. The effect of dilution would decrease total salt content. Since there is no outlet in the Sea, some means of controlling agriculture water flowing into Salton Sea would have to be found. Many irrigation canals, drainage channels, and two rivers dissect the great Colorado River Delta which separates Salton Sea from the Gulf of California. Some experts feel that the problems of exchanging water from the Gulf into the Sea, would be insurmountable.

While both these methods are purely theoretical, it does point up the fact that the Department of Fish and Game is concerned with finding a solution to the problem. They need our support. They have succeeded in the great gamble to establish a sportfishery in Salton Sea. The recreational potential is tremendous. No one—land owner, boat owner or sportsman—should passively allow this great sportfishery to perish.

LEGAL FISHING DATA

All anglers over 16 years of age must have a basic \$3 California fishing license, plus a \$1 fishing stamp, both available at sporting goods stores. No closed season on sargo and corvina. Fishing allowed day or night, 365 days a year. Bag and possession limit on corvina is six fish per day. On sargo, 25 fish per day.

FISHING THE CANALS

On high ground a few miles east of Salton Sea, the Coachella Canal winds its way northward through barren hills, after branching off from the All American Canal near the Mexican border.

While Salton Sea fishing is now well-known, the canal fishing potential is virtually unknown. The fact is that bass, channel catfish, bluegill, and crappie are present in the canal

system in surprising numbers. Fishing in the canals is allowed day or night, with no closed season.

Take almost any road traveling east out of Coachella Valley and sooner or later you'll cross the canal. Turn south and drive along the access road until you locate a bridge, or what is known as a "drop"—where the elevation of the water changes. Fish the banks near the bridges.

Live bait is best for bass. Frozen shrimp cut into bite-size chunks are also productive. Red worms, commercial catfish baits, cheese—any bait normally used for fresh water fish is good.

Plugs and artificial lures work well during spring months, but in general, cut-bait or live suckers get the best results. While I've personally never caught a bass weighing over five pounds, I've heard reports of bass going to nine pounds in the Coachella canal system. Channel catfish range in weight up to 10 pounds. Bluegill and crappie can be taken on red worms, lures, shrimp, and natural baits.

Best areas are those least frequented by anglers. The stretch of canal running from above Salton Sea State Park as far north as Indio is especially good on hot summer nights. Many local residents find night fishing in summer an enjoyable way to keep cool. Game wardens patrol the area regularly.

Methods vary, but those who fish the canal regularly advise fishing a bridge or "drop" for 15 minutes at a time. If unsuccessful, move down the road to another bridge and try again. In the course of a day's fishing you may travel 10 miles or so. This method has been very successful, particularly for catfish.

Do not wade out into the canal. The water is deep and dangerous.

BOAT ACCESS

Launching ramps exist at the following landings:

East Shore off Highway 111

NORTH SHORE MARINA: About 22 miles southeast of Indio. Facilities include good concrete launching ramp suitable for inboards and outboards. Sling-hoist for large inboard boats. Excellent dock facilities and mooring. Fuel and supplies. This is essentially a private yacht club. Marina is open to public on a fee basis.

SALTON SEA STATE PARK: Off Highway 111, 24 miles southeast of Indio. Best launching ramp on Salton Sea shoreline. Protected boat basin

REAL ESTATE BROKERS

"BEST OF THE WEST" — an Exclusive Desert Directory

Write or phone if we can serve your desert real estate needs

★ LA QUINTA

Milton A. Hoffman

Serving La Quinta Since 1934

P. O. BOX 306

DI 7-4441

★ 29 PALMS

Jack B. Renfro, Inc.

Exclusive Property - Buy Direct

6495 ADOBE ROAD

367-2535

★ PALM SPRINGS

Tony Burke

Average, Ranches & Golf Course Homes

P. O. BOX 910

324-3283

★ BORREGO SPRINGS

Carlson & Corey Co.

Borrego & La Jolla Properties

XMAS CIRCLE

RO 7-5344



SKY BUOY

Even the thought of getting lost in the wilderness can be a frightening thing. Now comes a measure of protection which those who wander far from the paved roads will want to consider making part of their "survival gear." It's called "The Sky Buoy"—and here's how it works: a brilliant orange-colored balloon inflates to 18-inch diameter and rises 180 feet in the air when filled with a flashlight-sized steel helium cylinder. The balloon is secured by a strong nylon line and will stay aloft for 40 hours. The Sky Buoy is visible for miles, and the entire kit weighs less than two pounds. Helium refills obtainable locally or at the factory. \$14.95 complete from S.O.S. Co., 361-D Navilla Place, Covina, Calif.



EXPLORE IMPERIAL VALLEY

THE NEW "GOLD MINE" OF
THE OLD WEST . . . limitless
opportunities for agriculture-based industries

**BRAWLEY • CALEXICO • CALIPATRIA • EL CENTRO
HOLTVILLE • IMPERIAL • WESTMORLAND**

Prime industrially-zoned land at low cost . . . year-round farming . . . ample water and power . . . fast transportation to major markets . . . skilled and unskilled labor . . . friendly communities . . . camping, hunting, fishing, boating . . . warm, dry winters.

Inquiries confidential. For free information, write:

Please send information on Industry in Imperial Valley to:		
Name _____		
Address _____		
City _____	Zone _____	State _____

**Imperial
Valley
Development
Agency**
P.O. Drawer I.V.
Imperial,
California

WE INVITE YOU
TO MAKE THE
**WIND,
SAND, and
STARS** Trailer Park
YOUR COACHELLA VALLEY
WINTER HOME
HWY 99 ¼-mile north of Valerie Jeans THERMAL



**WARN
HUBS**

**STOP FRONT DRIVE
DRAG AND WEAR ON
4-WHEEL DRIVES**

Free-wheeling 2-wheel drive with Warn Hubs means big savings in gear, engine, tire wear, gas—plus more pep, performance, power in high, and easier steering. Rugged, dependable, proven, with over 400,000 in use. Unconditionally guaranteed. Choose Lock-O-Matics, the hubs that change drive as you shift, or fingertip control Warn Locking Hubs. No tools required. Models for all 4-w.d.s. at dealers. Write for folder.

WARN MFG. CO., RIVERTON BOX 6064-DM, SEATTLE 88, WASH.

has 248-foot concrete ramp, plenty of parking space for cars and boat-trailers, fresh water for washing equipment. Limited supplies. Fuel available through private concession. Small charge for ramp use.

BOMBAY BEACH: Located 41 miles southeast of Indio, Bombay Beach has two commercial boat launching ramps. North ramp is Bombay Beach Boat Landing, with concrete ramp and mooring slips available on short-term basis. Suitable for all outboards and light inboards. Fuel and live bait available. Stewart's Marina is at south-end of Bombay Beach. Concrete boat launching ramp. Protected overnight mooring spaces adjacent to camping area, an excellent arrangement. Fuel and light bait. Charges for launching made at both boat landings.

NILAND BOAT LANDING: A State-Park project. Good concrete launching ramp, protected boat basin, limited fuel and supplies. Located between Bombay Beach and the city of Niland.

RED HILL MARINA: Located 8 miles southwest of Niland. Concrete boat launching ramp, fuel and limited supplies. Overnight mooring available. Only two miles from Mullet Island, Red Hill Marina is one of the best fishing camps on the entire shoreline. Suitable for outboard boats.

West Shore off Highway 99

BAHIA DEL MAR (formerly Desert Shores): Concrete boat-launching ramp, protected channels, overnight beaching allowed in channels, limited fuel and supplies. Future plans call for extensive development with yacht club, three boat launching ramps, and complete supplies and service to be available. When complete will handle inboards and outboards.

SUN DIAL BEACH: Improved boat launching ramp, fuel, mechanical service, supplies. Operator is Mercury outboard motor dealer. Located one mile south of Bahia Del Mar. Suitable for outboards.

SALTON SEA BEACH: Concrete boat launching ramp, dredged channels and protected mooring available. Fuel and limited supplies. Both inboards and outboards can be launched here.

SALTON BAY MARINA: Wide concrete launching ramp, complete line of marina supplies. Evinrude outboard motor dealer. Fuel, mooring available. The largest development on Salton Sea, future plans call for several boat basins. One of the most

popular landings. Located five miles east of Salton City.

WESTMORLAND BOAT LAND-ING: Ten miles north of city of Westmorland, 21 miles south of Salton City. Rock and earth jetty. Narrow launching ramp, limited fuel and supplies. Good area for fishing southern end of Salton Sea. Live bait available. Chiefly a fishing and hunting camp.

BEST BOAT FISHING

As previously stated, some areas of Salton Sea have been more productive than others. Among the most consistently good corvina fishing areas are the following:

1. Vicinity of Mullet Island. Fish near mouth of Alamo River, and as far out as five miles north of the island. Shore fishing off island sometimes good.

2. Old salt works, visible from Niland Boat Landing. Largest corvina ever taken recovered near here. Consistently good record. Towering wooden framework of old salt works plainly visible—fish in general vicinity.

3. Bombay Beach area. On a map, a circle drawn five miles around Bombay Beach will describe a good corvina fishing area. Particularly good in summer and fall.

4. Coastline area four miles north of Bombay Beach. Try fishing from 100 to 500 yards offshore.

5. Salton Creek area, five miles south of State Park. Fish from 100 yards to a mile offshore. Some of earliest catches taken here.

6. Northshore area, near mouth of Whitewater Drain. Northwest of State Park. Good year-around for corvina.

7. Shoreline area north of Bahia Del Mar. Try trolling with live bait.

8. Shoreline both north and south of Salton Bay Marina. Best bet, three miles south of Salton City, about a quarter-mile offshore.

9. Westmorland area: Try fishing from two to six miles northeast of boat ramp. Excellent catches made here through fall and winter.

COMPASS READINGS

From Bombay Beach to Mullet Island: E 126° S. Return: W 306° N. Distance: 10.5 miles.

From Salton Sea State Park to Salton Bay Marina: S 181° W. Return trip: N 1° E. Distance: 11 miles.

Salton Bay Marina to Bombay Beach: N 66° E. Return: S 246° W. Distance: 12.5 miles. ///



For your winter holiday... DISCOVER

IMPERIAL VALLEY

IN SOUTHERN CALIFORNIA

NEW vacationland of the Old West!

warm desert sunshine—a recreation paradise—CAMPING • PICNICKING
BOATING • FISHING • HUNTING
SWIMMING—a desert full of GEMS,
SHELLS and FOSSILS

PLUS ENCHANTING OLD MEXICO
through Calexico and Mexicali—shortest
route to Baja California, Mexico City,
via Mexico Highway 2.

MODERN, NEW AND INEXPENSIVE
ACCOMMODATIONS IN BRAWLEY,
CALEXICO, CALIPATRIA, EL CENTRO,
HOLTVILLE, IMPERIAL, WESTMORLAND.

Write: Imperial Valley Development
Agency, Drawer I.V., Imperial, Calif.

Please send the following checked items:

- ☐ "New Vacationland of the Old West" recreation brochure
☐ Rockhound Map ☐ Climate Folder
☐ Events Calendar

NAME _____

STREET _____

CITY _____

ZONE _____

STATE _____

EXPLORE

the shoreline of Lake
Powell/Glen Canyon with a boating guide
with 15 years experience on Western rivers.
5-Day Power Boat

Adventure

including a visit to world-famed Rainbow
Bridge . . . only \$126. Write for free brochure
and details of other trips offered by:

Lake Powell Ferry Service

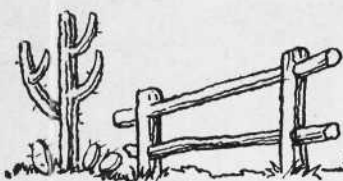
Box 437 - Phone 678-2281 - Blanding, Utah

UTAH

The Fabulous Land

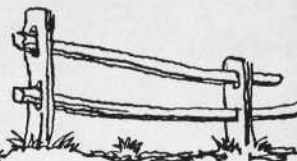
for hunting, fishing and retirement
is just being discovered. Properties
of all kinds are available from
2½ acres to 1000 and the prices
are low. Write for complete listing
sheets. No obligation.

D. W. CORRY REAL ESTATE CO.
Box 903 Cedar City, Utah



TRADING POST

CLASSIFIEDS



● How to Place an Ad:

- Mail your copy and first-insertion remittance to: *Trading Post*, Desert Magazine, Palm Desert, Calif.
- Classified rates are 20c per word, \$4 minimum per insertion.

● AUTO - TRUCK - CAMPER

JEEP OWNERS. Four Wheeler Magazine. Road tests, V-8 conversions, back country trips, technical articles. \$4.50 year. Box 95D, Tazana, California.

● BOOKS - MAGAZINES

READ THE Prospector's Guide. Tells how and where to prospect for minerals, etc. Send for application to United Prospectors, Auberry, California.

BOOKS: "PANNING Gold for Beginners," 50c. "Gold in Placer," \$3. Frank J. Harnagy, Box 105, Prather, California.

OUT-OF-print books at lowest prices! You name it—we find it! Western Americana, desert and Indian books a specialty. Send us your wants. No obligation. International Bookfinders, Box 3003-D, Beverly Hills, California.

"GEMS & Minerals Magazine," largest rock hobby monthly. Field trips, "how" articles, pictures, ads. \$3 year. Sample 25c. Box 687J, Mentone, California.

NATIONAL GEOGRAPHIC Magazines, 1888-1961, any issue, maps, bound volumes. Free literature, "Geographic Hobby," price lists, circulars on books about collecting geographics. Periodical Service, Box 465-DE, Wilmington, Del.

WESTERN GEM Hunters Atlas—all three of those popular gem atlases combined in one big book, 93 full page maps with rock hunting areas spotted in color. Complete coverage of 11 western states, plus parts of Texas, South Dakota and British Columbia. Type of material, mileage and highways are shown. Price: \$2.50 postpaid. Scenic Guides, Box 288, Susanville, California.

"OVERLOOKED FORTUNES"—in the Rarer Minerals. Here are a few of the 300 or more you may be overlooking while hunting, fishing, mining, prospecting or rock hunting: Uranium, Vanadium, Columbium, Tanalium, Tungsten, Nickel, Cobalt, Titanium, Bismuth, Molybdenum, Selenium, Germanium, Mercury, Chromium, Tin, Beryllium, Gold, Silver, Platinum, Iridium, etc. Some worth \$1 to \$3 a pound, others \$25 to \$200 and ounce. Learn how to find, identify and cash in on them. New simple system. Send for free copy "Overlooked Fortunes in Minerals," it may lead to knowledge which may make you rich! Duke's Research Laboratory, Box 666, Dept-B, Truth or Consequences, New Mexico.

LEARN ABOUT gems from Handbook of Gems and Gemology. Written especially for amateur, cutter, collector. Tells how to identify gems. \$3 plus tax. Gemac Corporation, Box 808J, Mentone, California.

SPECIAL—NINE issues Camping Illustrated Magazine only \$1.80. Subscribe now! Camping Illustrated, Suite 810, 1122 Fourth Avenue, San Diego 1, California.

LOST MINES, Buried Treasure, three hardcover, new books, postpaid \$10. California tax 40c. Send money order. The Round-Up Book Co., 1358 35th Ave., San Francisco 22, Calif.

NEVADA TREASURE Hunters Ghost Town Guide. Large folded map. 800 place name glossary. Railroads, towns, camps, camel trail. \$1.50. Theron Fox, 1296-C Yosemite, San Jose 26, California.

BURIED TREASURE & Lost Mines, by Frank L. Fish, authority on buried treasure. This fascinating hobby pays off! Book contains 68 pages of true treasure locations, 20 photos and illustrations, and vital information to help you search for hidden wealth. Book: \$1.50 postpaid. Beautiful four-color 19x24" map, showing book locations, suitable for framing for den or study, \$1.50 postpaid. Special offer: book and map, \$2.50 postpaid. Amador Trading Post & Publishing Co., L. Schaefer, 14728 Peyton Drive, Chino, California.

NEW BOOK: "Guardians of the Yosemite," story of the first Rangers, \$2.50. John Bingaman, Box 95, Palm Desert, California.

"HOW TO" books, \$2.50 each. List free. J. G. Tyrell Co., 322 Grand Street, Danbury, Conn.

THINKING OF retiring? Read how one retired couple found happiness in following the adventure trail in a travel-trailer. "Retire to Adventure" by Harrison M. Karr. Griffin Publications Co., Box 1551, Dept. H., Glendale, Calif. \$3.95 postpaid.

"BACKWOODS JOURNAL", Paradox 14, New York. Unusual publication for Nature-minded folks, \$2 year. Sample 35c. Special inspirational Nature Guidebook, \$1.

● DESERT STATIONERY

HENRY MOCKEL'S colorful desert and cactus flower notecards. Dozen: \$1.50, envelopes included. Pioneer Art Gallery, Box 726, Twentynine Palms, California.

● EQUIPMENT - SUPPLIES

NEW—FLUORESCENT mineral detector that detects boron, fluorine, lithium, molybdenum, strontium, tungsten, uranium, zinc, zirconium and other minerals. Cigarette pack size, daylight operation, requires no batteries. Price \$12.50. Free brochure. Essington Products & Engineering, Box 4174, Coronado Station, Santa Fe, New Mexico.

KEEP WARM—send 10c for handbook catalog of down clothing and light weight camping equipment. Gerry, Dept. 254, Boulder, Colorado.

DESERT HIKING, lightweight camping and mountaineering equipment. An excellent selection of quality equipment and food at reasonable prices. Efficient, personalized service. Write for free catalog. Sport Chalet, 951 Foothill Blvd., P.O. Box 186, La Canada, Calif.

GOLD AND silver indicators—also Mexican Dip Needle, Jacob Rod, Hall Instrument, Spanish Rod and other instruments. For information send 10c to Clarence Stadter, P. O. Box 51, Plant City, Florida.

METAL LOCATORS, new, 5 1/2 pounds. At last, a top quality full sized instrument, reasonably priced. \$69.50 plus tax and shipping. Send for pamphlet. Locatron, P. O. Box 155, Tujunga, Calif. CH 9-8991.

QUALITY CAMPING and mountaineering equipment. Down sleeping bags, lightweight tents, boots. Free catalog. Highland Outfitters, P.O. Box 121, Riverside, Calif.

APACHE CAMPING Center: Canvas, repairs, replacements; 12 foot canopies, screening, curtains. Single and double bunks. Complete parts service. Free folder. Pete's Custom Canvas, 530 East Eleventh Avenue, York, Pa.

FINEST TRANSISTOR metal locators, \$34.95 to \$275. Find coins, souvenirs, treasure. Informative folder, "Metal Locating Kinks," 25c. IGWTD, Williamsburg, New Mexico.

● FOR WOMEN

LADY GODIVA "The World's Finest Beautifier." Your whole beauty treatment in one jar. Write: Lola Barnes, 963 North Oakland, Pasadena 6, California.

25c FOR catalog showing fine decorator Spanish furniture, from jewelry boxes to stereo cabinets. Muebles Mexico, Box 892, Rancho Santa Fe, California.

● GEMS, CUT - POLISHED

OPAL CABOCHONS, Gemmy, 25c each; with good fire 45c each. Ten minimum. Phil Kendall, Apartado 80, San Miguel de Allende, Gto. Mexico.

● GEMS, DEALERS

CHOICE MINERAL specimens, gems, cutting material, machinery, lapidary and jeweler's supplies, mountings, fluorescent lamps, books. Sumner's, 21108 Devonshire, Chatsworth, Cal.

DESERT ROCKS, woods, jewelry. Residence rear of shop. Rockhounds welcome. Mile west on U.S. 66. McShan's Gem Shop and Desert Museum. P.O. Box 22, Needles, California.

RIVERSIDE CALIFORNIA. We have everything for the rock hound, pebble pups, interesting gifts for those who are not rock hounds. Minerals, slabs, rough materials, lapidary supplies, mountings, equipment, black lights. Why not stop and browse? Shamrock Rock Shop, 593 West La Cadena Drive, Riverside, Calif. Overland 6-3956.

● GEMS, MINERALS - FOSSILS

FOUR NATURAL staurolites, cross on both sides, for \$1 postpaid. "Animals" assembled from uncut quartz crystals — "Rockhound," \$1.25 each. Five assorted animals, \$5.50 postpaid. Reasoner Rock Originals, Crown King Highway, Bumble Bee, Arizona.

FOSSILS. 12 different for \$2. Other prices on request. Will buy, sell or trade. Museum of Fossils. Clifford H. Earl, P. O. Box 188, Sedona, Arizona.

FOSSILS: OVER 2000 species! New, 60 page, 1963 catalog, 50c (stamps OK). Sets: phyla, time periods, preservation types, etc., \$3 to \$10. Wholesale, retail. Buying, exchanging fossils, too. Malick's Fossils, 5514 Plymouth Road, Baltimore 14, Maryland.

POCKET GOLD, rare, crystalized, \$2. Placer gold \$2. Gold dust \$1. Goldbearing black sand \$1. Attractively displayed. Postpaid, guaranteed. Lester Lea, Box 1125-D, Mount Shaster, Calif.

CYCADS FOR sale: \$3 pound. Beautiful gem stones. First ones found in California. Louis Sandoval, P. O. Box 1102, Barstow, California.

GOLD STUDD quartz souvenirs. Beautiful Museum class, exact replicas. A must for collectors. Guaranteed to pass the acid test. Two-inches by two-inches: \$2. Martin Jewelers, 680 South Alvarado, Los Angeles 57, Calif.

EMERALD, RUBY, Aquamarine, Topaz, specimens, plus hundreds more, and the finest rough gemstones, reasonably priced and guaranteed. Free lists. The Vellor Co., P. O. Box 2344 (D), St. Louis 14, Missouri.

● GEMS, ROUGH MATERIAL

BEAUTIFUL CUT or rough Australian fire opals sent on approval. See before you buy, from one of America's largest opal importers. Free list. Walker, 20345 Stanton Ave., Castro Valley, California.

SLABS MEXICAN agate on approval. Send \$1 (credited to purchase) for priced slab selection. Return unwanted with remittance. Also have tumbling material—price list on request. E & E Gemcraft, 8411 Mt. Baldy, El Paso 4, Texas. Formerly Davis Lapidary.

● INDIAN GOODS

INDIAN PHONOGRAPH records, authentic songs and dances, all speeds. Write for latest list: Canyon Records, 834 No. 7th Avenue, Phoenix, 1, Arizona.

SELLING 20,000 Indian relics. 100 nice ancient arrowheads \$25. Indian skull \$25. List free. Lear's, Glenwood, Arkansas.

FINE RESERVATION-MADE Navajo, Zuni, Hopi jewelry. Old pawn. Many fine old baskets, moderately priced, in excellent condition. Navajo rugs, Yei blankets, Chimayo homespun, pottery. A collector's paradise! Open daily 10 to 5:30, closed Mondays. Buffalo Trading Post, Highway 18, Apple Valley, California.

THREE FINE prehistoric Indian war arrowheads \$1. Flint scalping knife \$1. Rare flint thunderbird \$3. All \$4. Catalog free. Arrowhead, Glenwood, Arkansas.

AUTHENTIC INDIAN jewelry, Navajo rugs, Chimayo blankets, squaw boots. Collector's items. Closed Tuesdays. Pow-Wow Indian Trading Post, 19967 Ventura Blvd., East Woodland Hills, Calif. Open Sundays.

SELLING LIFETIME collection Indian material. Beaded buckskin, tipi, baskets, Navajo blankets and silver. Jivaro heads. Box 972, Santa Cruz, California.

TEN WARPOINTS, \$1.50; 6 arrowheads, \$1.50; 4 birdpoints, \$1.50; 2 spearheads, \$1.50. (Have Indian masks, prehistoric pottery.) Paul Summers, Canyon, Texas.

● JEWELRY

GENUINE TURQUOISE bolo ties \$1.50, 11 stone turquoise bracelet \$2. Gem quality golden tiger-eye \$1.75 pound, beautiful mixed agate baroque \$3 pound. Postage and tax extra. Tubby's Rock Shop, 2420 1/2 Honolulu Ave., Montrose, California.

● LODGES, MOTELS

FOR RENT: Modern cottages, insulated, completely furnished; secluded in superb scenery of Chiricahua Mountains near Douglas, Arizona. Ideal for artists, birders, rockhounds, nature-lovers. Open all year. Write: Cave Creek Ranch, Portal, Arizona.

● MAPS

MONUMENT VALLEY mapped, thorough, accurate, interesting. Publication number 10: 50c each from the publisher, Robert M. Woolsey, RFD 2, Box 92, Reeds Ferry, New Hampshire.

SECTIONIZED COUNTY maps — San Bernardino \$3; Riverside \$1; Imperial, small \$1, large \$2; San Diego \$1.25; Inyo \$2.50; Kern \$1.25; other California counties \$1.25 each. Nevada counties \$1 each. Include 4 percent sales tax. Topographic maps of all mapped western areas. Westwide Maps Co., 114 West Third Street, Los Angeles 13, California.

● MINING

\$1 FOR gold areas, 25 California counties. Geology, elevations. Pans \$3, \$2.50. Poke \$1. Fred Mark, Box 801, Ojai, California.

ASSAYS. COMPLETE, accurate, guaranteed. Highest quality spectrographic. Only \$8 per sample. Reed Engineering, 620-R So. Inglewood Ave., Inglewood, California.

QUICKSILVER, PLATINUM, silver, gold. Ores analyzed. Prompt, confidential, accurate returns guaranteed. Clients everywhere. Free metal appraisal. Mercury Company, Norwood, Mass.

MORE CLASSIFIEDS ▶

WHAT'S IN A NAME?

Cathedral City Seeks A Change

Cathedral City is named for rather unspectacular Cathedral Canyon, pictured at left. Of late, neighboring Coachella towns with such "deserty" names as Thousand Palms, La Quinta, Palm Desert, Indian Wells and Palm Springs have landed some important recreation-tourist-retirement developments. But not so Cathe-



dral City. The reason? Cathedral City's name has no sales value, believe town leaders.

After all, who would sink \$3 million in a hotel that would bear a "Cat City" (as some Valley residents refer to the town) address?

And so for the third time in 30 years, a serious effort has been launched to change Cathedral City's name. Led by long-time resident Samuel D. Arner, shown at right with petitions in hand at a clump of native palms in a canyon adjacent to palmless Cathedral Canyon, the drive is underway to rename the town "Palm Springs Heights." Arner insists that the suggested new name is not copied from that of the neighboring resort city, but from the fact that Cathedral City has native *PALMS* fed by *SPRINGS* in the *HEIGHTS* behind town, as this photo proves.

In 1937, the Post Office Department approved the name of "East



Palm Springs" for the community. But, approval was withdrawn following protests from Palm Springs residents. In 1959, a name-change to "Palm Springs Heights" was suggested, but lost in a Chamber of Commerce straw vote.

Cathedral City's Name Problem receives a completely different solution from the old mirage salesman, Harry Oliver of Thousand Palms. For Harry's free advice

turn the page

TRADING POST

CLASSIFIEDS
Continued from preceding page

PATENTED MINING claim near Ferguson Springs, Nevada, 20 acres, \$450. Marvil Exploration Co., 2201 Lambourne Avenue, Salt Lake City 9, Utah.

● OLD COINS, STAMPS

CARSON CITY mint dollars, uncirculated: 1878—\$5. 1882-83-84—\$15 each. 1880-81-85—\$20 each. 1890-91 \$10 each. Illustrated price list 100 pages 50c. Shultz, Box 746, Salt Lake City 10, Utah.

JEFFERSON NICKELS: 1938, 1940-S, 1941-S, 1942-D, 1943-D, 1944-S, 1946-S, 1947-S, 1948-S, 1949-D, 1949-S, 1950-P, 1951-D, 1951-S, 1952-D, 1952-S, 1953-S, 1954-S, 1955-P, 1958-P, 1959-P. Any 8: \$2, 17: \$4. Fine. Postpaid. List included. Stroud's Coins, Kinston, North Carolina.

● PLANTS, SEEDS

IMPORTER OF fine Amaryllis, and other rare bulbs. Robert D. Goedert, Amaryllis Specialist, P. O. Box 6534, Jacksonville 5, Florida.

1962-63 WILDFLOWER and Wild Tree Seed Catalog, lists over 700 of the best varieties, 50c. Scientific name, common name, informative, artistic. Clyde Robin, P. O. Box 2091, Castro Valley, California.

OLD FASHIONED large gourd seeds, mixed types, certified, 50c. Ornamental, useful for birdhouses, utensils, Christmas decorations, conversation pieces, etc. Certi-Seeds, 5915 Shoshone Avenue, Encino, California.

FIVE BEAUTIFUL Mexican cactus including the Silver Haired Old Man and the Golden Barrel: \$1.50. Also the Mexican Old Lady and beautiful Easter lily cactus plus three other handsome Mexican and South American cacti: \$1.25. Meyers, Box 307, Homeland, California.

● HOME STUDY

LEARN WHILE asleep, self-hypnosis, prayer-plant experiments! Details, catalog free. Research Association, Box 24-DS, Olympia, Washington.

● PHOTO SUPPLIES

PROGRAM CHAIRMAN—Send 5c stamp for slide programs (with scripts). Never a dull program. Made for rockhounds, schools, colleges, scouts and churches. Gene Schenel, 8441 Bolsa Ave., Dept. 5, Midway City, California.

DEATH VALLEY in color. Send 25c for Death Valley 35mm slide and list of our complete selection of Death Valley and other desert slides. Chris Cards, P. O. Box 5454, China Lake, California.

BIRD, MAMMAL and other natural science prints. Send 10c for list, which includes many useful visual aids for use in schools and art prints for framing. Northwoods Nature & Art Center, Minocqua, Wisconsin.

RAPID, CONVENIENT mail service for quality black-white or color film finishing. Write for our free bargain brochure. The complete photographic store since 1932: Morgan Camera Shop, 6262 Sunset Blvd., Hollywood 28, Calif.

● REAL ESTATE

LAS VEGAS lots for sale, in fast-selling subdivision, just five minutes from downtown. Choice level lots (50'x100') at lowest terms in Las Vegas. Only \$10 down, \$10 per month. \$795 full price . . . while they last. Send today for free brochure. Land, Inc., Dept. DC, 130 Las Vegas Blvd. South, Las Vegas, Nevada.

ROGUE RIVER Valley, Oregon ranches near Medford and Grants Pass. \$1995 to \$9995. Free Catalog. Write: Cal-Ore Ranches, 843-DX East Main, Medford, Oregon.

160 ACRES less than four miles from Indio. \$300 per acre. Can arrange very satisfactory terms. Silas S. Stanley, Realtor, 73644 29-Palms Highway, Twentynine Palms, California.

11,083.4 DEEDED acres, nine miles east of Winnemucca, Nevada, extending along Highway 40 from Button's Point to Golconda. \$25 per acre. Principals only. J. A. Milem, 3300 Polk Street, Arlington, California.

NEW HOME in the beautiful pinyon pine and juniper country overlooking Coachella Valley; 2 bedroom, 2 bath, 2 1/2 acres. Write: Great-rake, Palm Desert, California.

● WESTERN MERCHANDISE

GHOST TOWN items: Sun-colored glass, amethyst to royal purple; ghost railroads materials, tickets; limited odd items from camps of the '60s. Write your interest—Box 64-D, Smith, Nevada.

BEAUTIFUL HAND-STAMPED top grain cowhide saddlebags. Pony size \$12.50. Horse size \$14.95. Postage paid. Satisfaction guaranteed. Don Young, Fair Oaks Pony Farm, Lakeville, Minnesota.

GENUINE DEERSKIN billfolds, very serviceable. \$5.50 postpaid. F.E.T. included. J. G. Tyrell Co., 322 Grand St., Danbury, Conn.

GHOST TOWN treasures. Old mining, ranching, railroad, auto items, desert purple glass, old bottles, books. Send 25c for descriptive folder, history, and over 1000 items for sale. Roberta's in Garlock ghost town, Box C, Randsburg, California.

SADDLES—WESTERN, English, plus all types of riding equipment. Send for free catalog. Dealers wanted. H. R. Miller Saddle Co., 5904S Prospect, Kansas City, Missouri.

● MISCELLANEOUS

1000 NAME and address labels, \$1 postpaid. J. G. Tyrell Co., 322 Grand St., Danbury, Conn.

TWO "WILL" forms and instruction booklet by lawyer, only \$1 complete. National Forms, Box 48313DS, Los Angeles 48, California.

WATER METER cheater. Flushmaster, three or more flushes to one tank; saves water and septic tanks. Greatest invention since Model T. Installed in minutes. Quickly pays for itself. Sample \$1.98. Oored today. Dealers wanted. Roscoe Slack Associates, Crown Point, New York.

SOUR DOUGH biscuit recipe and full directions \$1. Dutchoven or modern baking. Revive the lost art. Franks Murdock, Dalhart, Texas.

160 ACRES less than four miles from Indio. \$300 per acre. Can arrange very satisfactory terms. Silas S. Stanley, Realtor, 73644 29-Palms Highway, Twentynine Palms, California.

Cathedral City's Name Problem continued from preceding page



"BUILD A CATHEDRAL!" suggests Harry Oliver, editor and publisher of the Desert Rat Scrapbook. "Then Cathedral City's name would mean something. And besides, it might be cheaper than fouling-up the Post Office with all them changes of address that would come out of that town."

///



PRIVATELY WRITTEN WEEKLY FOR INVESTMENT, BUSINESS & FINANCIAL INTERESTS

SPECIAL

WHEELER'S DESERT LETTER

TELEPHONE 324-1882

P.O. Drawer WW

Palm Springs, California

Dear Sir:

March 1963

Look for a sharp change in the desert. Not some day. Now. This year.
A new sweeping tide of business activity. More than we have ever seen before.
Why should we think so? Because there are many trends toward an increased tempo in investment, development, agriculture & what we like to call GVT. This is Gross Visitor Trade.

The Desert has been growing with increasing rapidity for 10 years.
People began to realize a truth. Something that had not been recognized before.
It was that

OUR WINTER DESERT CLIMATE IS UNSURPASSED &
OUR EARLY CROPS MAKE FARMING PROFITABLE.

Once this fact became established interest in the Desert multiplied many times each year. More people came to enjoy a few days, a few weeks or several months of the winter. Many who either were farmers or wanted to own farms saw an opportunity to make money in the growing demand for the early, quality yields of Coachella and Imperial Valley land.

No longer did the bankers rule that you can't risk cash in a resort community.
No longer did observers say the desert was a fool's paradise.
No longer did the critics carry much weight in commenting on a passing fad.

So, each year during the decade there were more farms changing hands.
There was more planting of grapes & citrus. There was more co-operation among the date growers, making progress in orderly marketing.
There was more experimental work done in all farming areas. More scientific practices. Better & faster harvesting operations. More attractive packaging. Wider ranges of selling farm products. Far more by-products.

And what did this add up to?

A Coachella Valley crop evaluation of \$39,147,022.80 for 1962.

And an over-all agricultural return in Imperial Valley of \$175,000,000 (est.)

Both of these are record totals.

We dare say that there is every reason to believe at this time the 1963 totals will be a little more. Always the chance, of course, that something can interfere.

But, certainly higher prices ... & certainly more planted acres ... & surely better protection from insect damage ... & all-round improvement in harvesting, most of this in automation.

This for the Lower Valleys. The desert from Indio down to Salton Sea, which roughly is the Coachella Valley. And then on down to El Centro, the Imperial Valley in Imperial County. This is the agricultural half of the local Desert.

CONTINUED ON NEXT PAGE

This is what may be looked upon as an extra issue of Wheeler's Desert Letter, written exclusively for this edition of Desert Magazine. The writer, Geo. O. Wheeler, is a veteran reporter with long experience in the desert economy. He is probably the outstanding authority on current business happenings and trends in the fast developing Coachella and Imperial Valleys. His publication is closely read by most of the large investors in the desert.

The Upper Valley is the resort area. At least the portion where tourism dominates. This is equally important. Not in size. But definitely in revenue. Palm Springs & Palm Desert the center of a vacationland starting at Desert Hot Springs & going on 20 miles or so to Indio.

In dollar totals this 1962 was one of the outstanding areas in California from a development point of view.

Construction of homes, apartments, hotels & commercial buildings broke all previous records.

Not only were there more projects of assorted types, but there were bigger projects.

And there was no question about quality. Better & bigger homes. Price ranges that ran to \$450,000. Apartments with 12-ft doors & comparable rental schedules. One with a moat encircling it.

Not the least of the plans for bigger things was the Alexander & Firks Desert Inn project in Palm Springs. A long time getting the way cleared for the 8-story hotel building . . . but apparently this has been done & City Council approval of such a development will lead to this getting under way this year.

This would be the tallest building in the desert. But probably the only one for a short time. Tall buildings are on the way. Sooner than many expect.

Already here & very new. The spectacular Erawan Hotel in Palm Desert. Replete in Oriental splendor. Something different. Another type of attraction. No doubt the finest of its kind in Southern California.

Word descriptions can be so indefinite. Above or below the level of actuality. But simple figures of totals cannot be questioned. The past year has been unparalleled in the booming resort area of the desert.

The record shows building permits for 1962 such as these:

Palm Springs \$19,223,886 as compared with Riverside's \$22,710,874.
Indio a record \$5,563,967, about \$2,000,000 over the previous year.
Coachella a record \$1,365,604, well over its big 1959 year of building.
Palm Desert far ahead of all other unincorporated undefined areas.

Other impressive figures of rapidity of growth in the desert:

Palm Springs '62 total was about 500% the '53 total.
(Riverside '62 total by comparison was about 35% greater than that of '53.)
Indio '62 total was better than 350% that of '53.

A growth of increasing strength over a decade. A steady up-climb. But a fast one. Probably greater than any other area in the interior of the nation's top state. Such is the "State of the Desert" as 1963 gets under way.

And what about 1963? Where do we go from here?

There is no record of totals & accomplishment at this hour.

There is no good sense in the reasoning of the "optimist" who sees nothing but fair weather. No good sense in the method of the "crystal gazing" prophet.

But there are plans & trends & deductions from which a result can be determined with reasonable accuracy.

And what do we find? Unbelievably strong indications of another year of growth breaking any previous record.

A rising tempo of development. Spreading out from present settlement to the open desert between the mountains. Up the mountain sides where superlative views may be had at corresponding prices.

More farming. More acres planted. More automation in agriculture.

Expanded air-conditioning facilities such as shopping arcades.

A big step forward in the entire Salton Sea section of the desert.

Far more visitors with money in their pockets dreaming up things to do.

A break-down reveals these factors in what will be the desert economy in '63:

At this time in the season GVT (Gross Visitor Trade) is at a record high. Building is about equal to 1962 & plans equal those of last year. Retail sales are now ahead of '62, with a big spring business expected. Farm income will be up. This despite some frost damage in January. Increased attraction of better transportation. Completed freeways, more & better airports, planned helicopter service. Further development of golfing facilities & new courses. Expected start on Palm Springs' \$10,000,000 Desert Inn project. Construction of at least one high-rise project in Palm Springs. (At least 4 are in the planning board stage now.) Surprising development in all Salton Sea areas. One a subdivision on the Sea with floating houses for boating enthusiasts.

AND THE TRAMWAY

An Eighth Wonder of the World. A 20-minute ride from the desert floor to the near summit of Mt San Jacinto.

What will the Tram do to the Desert's prosperity?

A good question that only time can tell. But the chances are it will bring about a greater change than any other single project ever has in the past.

An estimated 70,000 persons per peak season month should ride the Tram according to the official consulting engineers, Cloverdale & Colpitts of New York City. Possibly that number will come to look.

It is reasonable to expect the opening weeks will be equal to usual peak season months insofar as patronage is concerned.

Consequently, as many as 250,000 additional visitors may be expected in the desert this spring. Over & above a usual spring.

A big additional post-season trade. And surely an overflow during the summer weather period.

Therefore, a stimulation for all the weeks of the low business period. And a big plus for the fall months.

Another year of expansion in a grand & glorious part of California.

Yours truly,

W. G. G. G. G.



COACHELLA VALLEY County Water District



Domestic Water Systems

Serving: North Palm Springs area • Palm Springs Panorama •
Rancho Ramon area • Rancho Palmeras Estates • Indian Wells
Village • North Shore Beach area • Salton City •

Farm Irrigation & Drainage Systems Stormwater Protective Works Water Conservation

A public agency of the State of California

P. O. Box 1058

COACHELLA

EXpress 8-2651

DESERT subscription \$4:50 a year



HICKORY FARMS OF OHIO "BEEF STICK"

"No Pepper"
"No Garlic"
"No Vinegar"
"No Pork"

• FOR SPORTSMEN •

A MUST for Fishing, Hunting, Camping, Picnics, Boating, Packing Trips—Because of its long lasting freshness—will keep without refrigeration.

Guarantee of Satisfaction and Safe Delivery

No Charge for Mailing

100% Pure Beef

Hickory Farms of Ohio
Western Division

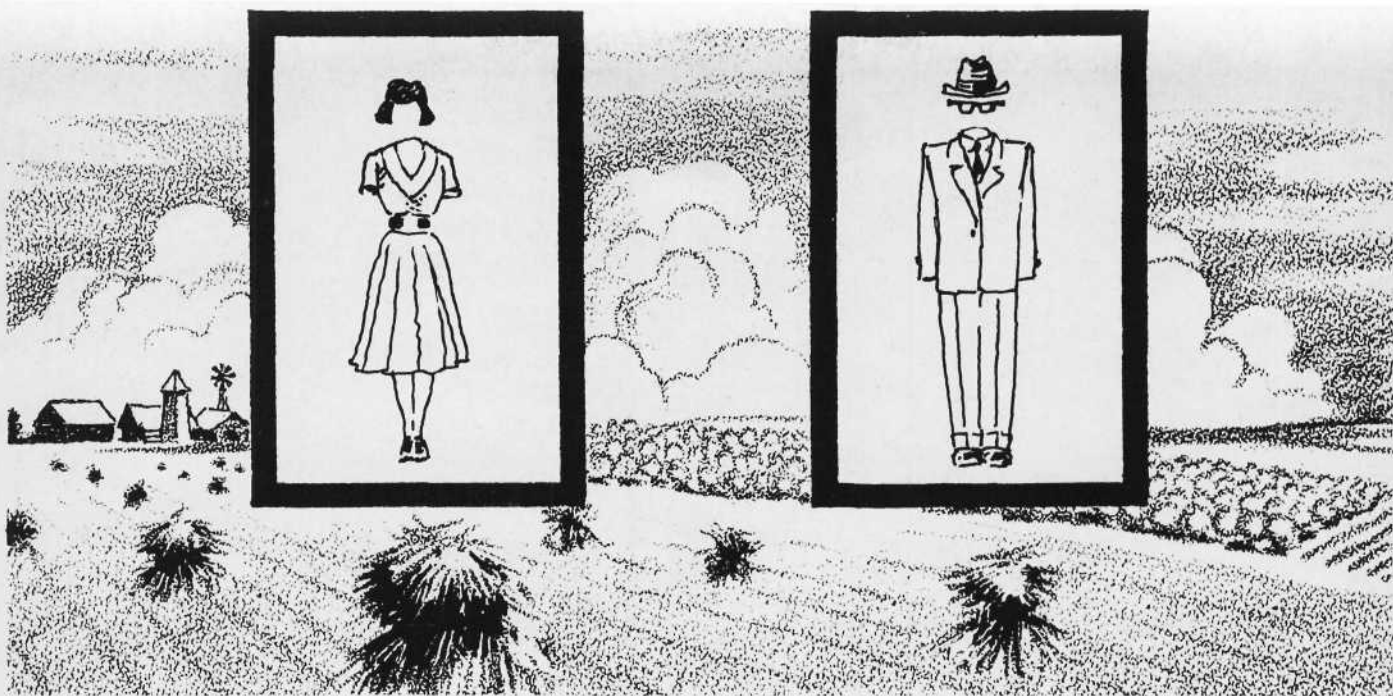
P. O. Box 3306, Van Nuys, Cal.

Approx. 4 lb. beef sticks are \$5.98 ea. including all packing and mailing. Send check or money order.

Please ship me Beef Sticks at \$5.98 ea.
New Customer Old Customer

To:

"GOLD MEDAL AWARD WINNER"



Highfalutin Desert Garb

By **SIDNEY PHILLIPS**

IN Los Angeles, tourists dress for the ungently enveloping smog which smites them hip and thigh with all the immutability of death and taxes.

In Las Vegas, visitors dress for the ubiquitous gambling parlors, though, if they are illfortuned, they might end up wearing a barrel, and not tailor-made.

In New York, the visitors dress

as though life were a bowl of cocktails.

But in a swank Southwest desert resort, the tourists dress with two salient considerations: to be as gaudy as humanly possible, and to grab, compress, hoard, entrap and absorb every iota of sunlight that can be had; very little infrared or ultra-violet is allowed to get away.

So it happens that some prosaic middle-aged visitor from what Mencken wickedly called The Bible Belt, a fellow who usually dressed like a practicing mortician, will reach the desert and almost instantly purchase and toss on (and such clothes must be tossed on) some startling garments.

Oh, when he gets to the desert he is not born to blush unseen and waste his sweetness on the desert air! He wants to be noticed, surveyed, examined, commented about and possibly rakishly admired. When in Rome, dress like a Roman; and when in Palm Springs dress like a going pin-wheel.

Consequently, the new tourist

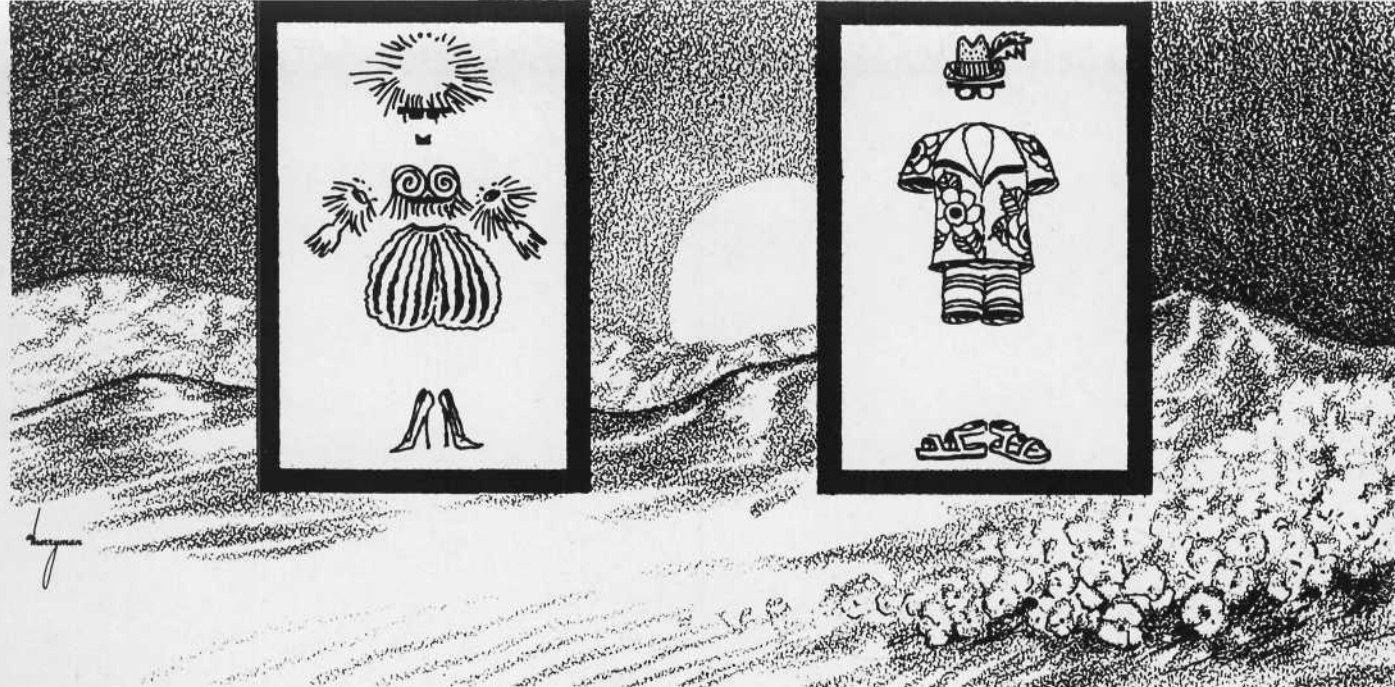
streaks out and first buys a local horror glorified by the name of sports shirt. This so-called garment is brassy and loud enough to cause Picasso to recoil. It would drive Frankenstein in tears to the nearest psychiatrist. What a garment!

It comes in shocking choice of patterns. Basically the shirt might be a mass of demented curlicues, or the signs of the Zodiac, some random bolts of electricity, or some vibrating replicas of shooting stars. Or there might be some figures blazoned on the fabric: palpitating native girls, some unnative girls with plenty of velocity, or racy sporting scenes.

To accentuate the already accentuated, the male proudly slips on a cowboy tie which is somewhat of a shoelace clasped by an unprecious gem which slips up and down the cord like a monkey on a stick, and so loosely clasps the man's neck. No cowpuncher who ever wrangled an ornery steer would ever be caught dead with one of these ornaments around his husky neck. It's strictly a dude invention and belongs to the drugstore cowboys.

By now the visitor looks comfortably beserk in his upper portion clothes and to abet this he purchases a pair of Bermuda

ABOUT THE AUTHOR: Sidney Phillips was born in New York, migrated West—to Chicago—and continued on to Los Angeles where he attended the University of Southern California. The army came next, and Phillips edited several of the larger service papers. After the war he did graduate work at UCLA and then launched a freelance writing career. He specializes in humorous pieces for the men's magazines. Phillips became a permanent Palm Springs resident last June. "In fact," he writes, "I am a mouse working my way to a desert rat!"



shorts, usually featuring a slew of stripes racing down the sides, and flourishing a blatant emblem of sorts with a Hawaiian inscription, which might translate out as "The wearer is crazy!" The shirt is then tucked inside the Bermudas and belted up with a grotesque built-in fastening.

The man feels no sense of shame. Instead he crowns all this munificence (at the wrong end) with a pair of lattice work, widely opened-toed sandals replete with crossed strips and bottomed with an unusual sole that possible could be filet of sole, or sponge rubber, or plastic, or plywood, or mayhap just a slab of hardened cafeteria jello.

So dressed like something out of an opalescent opium jag, the welcome visitor sallies forth to edify the natives. Some of these vacationers top their opulence with a crested cap, something meshed on top and obviously woven by a renegade. This mesh somehow keeps out the bumblebees and flying saucers but allows the halcyon breezes to favor the scalp.

If this resort-encrusted gentleman were to take 10 injudicious paces dressed such in his home town of Prim Junction, he would be ostracized, horsewhipped and

have to return his Elk's tooth to the Elks.

The feminine visitor, as a rule (and they go by few rules), are more cautious and circumspect in their berserk dress. They invariably start out by buying some crazy version of what are aptly called Crazy Hats, which astonish by what is precariously balanced on the crown of the hat—an overflowing bowl of fruit, a railroad train, and old clock, a houseboat, and you might find a few replicas of ivory, apes and peacocks thereon. Some more modest women don't care for all the machinery and machinations atop the hat, and so they settle for a furry pastel-blinding bonnet shaped like an abandoned beehive. When the sun coruscates on these toppieces, the wearer looks like somebody fresh out of the Land of Oz.

The sun-enamoured visitors wear bold two-piece sun suits which are artfully constructed to grab every fragment of sun, and still not exasperate the censors. (This requires some dexterity on the part of the designers.) Were the women to wear such a sun suit back in Prim Junction, within 20 minutes there would be a dozen scarlet letters affixed by indignant neighbors. The more restrained visitors stay with muumuus, or perhaps a shift, either

garment being a shiftless, shapeless shambles that adds no allurements.

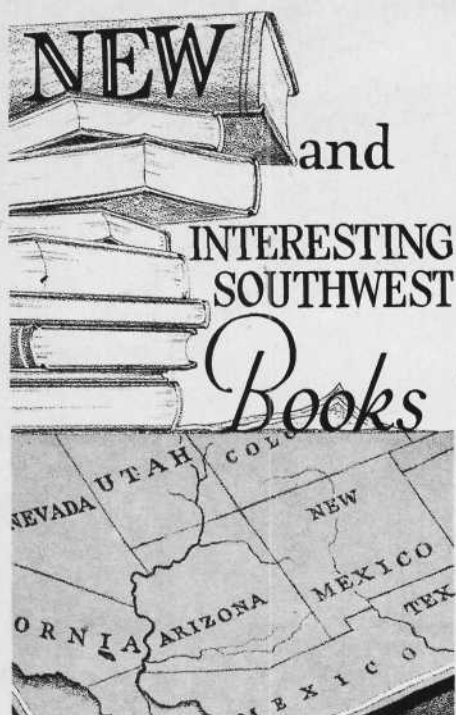
Some abominable form of open-toed sandal foots the costume. (There must be some positive beauty or health benefits derived from tanned toes.)

To make everything a bit more outrageous, the woman purchases a straw concoction of a handbag that is large enough to conceal several fugitives from justice. These monstrosities are loosely glued-up with seashells, breakfast food, nicknacks, and flippant mottos such as "Be my tiger"! These mottos do nothing for the women or for the tigers!

Anything could, and has been yanked from these commodious accessories. Their cavernous possibilities outdo Pandora's box.

When the visiting male and female have accumulated all this desert frippery, they bravely thump down the street together so that all can admire. The effect is not so much Paris in the Spring as Babylon at any season of the year. But the natives are unconcerned and oblivious. They have seen too much of this flaunting sun-provoked splendor in other tourists.

The natives realize . . . that clothes make the tourist! ///



BIRDS OF THE SOUTHWESTERN DESERT by Gusse Thomas Smith is now reprinted with color plates for easier bird identification. The first four printings of this popular, *unscientific*, little guidebook were done in black-and-white only. The author describes in personal and informal manner the haunts and habits of 38 of the more common desert birds. The book has 68 pages.

One of the most readable "scatter-gun" books about the desert lands is W. Storrs Lee's new **THE GREAT CALIFORNIA DESERTS**. The author touches on a dozen different facets, most of them historical, in his 300 pages of anecdote. Here is the story in capsule form of Anza's trek; the boom days of Coso and Panamint and the "Gangland, U.S.A., 1866"

character of the Owens Valley; the Los Angeles aqueduct; Death Valley Scotty's saga; the boom towns of California. Lee's chronicles carry on in

THE NEW BOOKS . . .

BIRDS OF THE SOUTHWESTERN DESERT, by Gusse Thomas Smith; 68 pages; color illustrations; \$2.75.

THE GREAT CALIFORNIA DESERTS, by W. Storrs Lee; 306 pages; sketches; \$5.95.

LIFE IN THE SADDLE, by Frank Collinson; 243 pages; sketches; \$2.

ALSO CURRENT . . .

DESERT HARVEST, by E. I. Edwards. The author selects 25 favorite Southwest books, and tells why he likes them. 127 pages; \$7.50

THE DESERT WORLD, by Alonzo W. Pond. A famous author examines the earth's arid stretches. 342 pages; illustrations; \$6.50.

THE RAILROADS OF NEVADA AND EASTERN CALIFORNIA, VOL I, by David F. Myrick. The huffing, puffing past in photos and text. 450 pages; \$12.50.

I PAINT THE GHOST TOWNS, by Evelyn Boynton Grierson. Nevada-California desert country's bonanza towns captured in oils by a sensitive artist. 42 pages; papercover; \$3.

HOW TO ORDER . . .

The books listed above can be purchased by mail from Desert Magazine Book Store, Palm Desert, Calif. Please add 15c for postage and handling per book. California residents also add 4% sales tax. Write for free Southwest book catalog.

fast-moving manner the earlier writings of a Smeaton Chase or a George Wharton James. A map and a few pencil sketches are the only illustrations, but Lee does a pretty fair job of replacing photos with word pictures. The book is ideal for one who wants a quickie round-up of some historical moments out on the sagebrush flats.

The flavor of The Old West is redolently recalled by a new Western Frontier Library series book: **LIFE IN THE SADDLE**, by Frank Collinson. The author was a 17-year-old English boy when he decided to go "Wild West" in Texas. He rode the ranges, and wrote, too, sending his stories to Ranch Romances. These lively frontier reports have been edited by Mary Whatley Clarke, and now make up **LIFE IN THE SADDLE**. Collinson's manner of telling is direct and extremely simple—the best of writing. Some of the chapter headings give clues to the kind of book he wrote: "Feuding and Killing," "The Jingle Bob Range," "My First Trail Trip," "The Circle Dot Ranch," and "Sane Men Have Always Feared a Prairie Fire."

CHARLES E. SHELTON

San Juan TRADING POST

. . . your headquarters for a Southern Utah vacation

20 Modern Motel Units . . . Guided Scenic Tour to Monument Valley and Fabulous San Juan County . . . Curio Shop, Navajo Rugs, Indian Jewelry . . . Cafe . . . Film, Camping Supplies . . . Service Station.

SAN JUAN TRADING POST

Mexican Hat, Utah



THE FIRST PICK-UP CAMPER TO BE TESTED ON A 'ROUND THE WORLD TRIP

The unique hydraulic mechanism which raises the camper top can be safely operated even by a small child. Locks prevent accidental lowering. The top is lowered quickly by the simple turn of a valve.

The Alaskan Camper is quickly transformed from its compact low silhouette on the road to roomy walk-in living quarters. Drive safely at any speed with minimum drag and sway. Moments later, enjoy the comfort and conven-

ience of a weathertight, high ceiling, home away from home complete with three burner stove, sink, cabinets, ice box, beds, and many other luxury features.

SIX FACTORIES TO SERVE YOU

Write today to the factory nearest you for free folder describing the most advanced camper on the road.

R. D. HALL MFG., INC.
Dept. D
9847 Glenoaks Blvd.,
Sun Valley, Calif.

CAMPERS, INC.
Dept. D
8819 Renton Ave.
Seattle 18, Wash.

PENNACAMP, INC.
Dept. D
P. O. Box 264
Manheim, Penna.

CANADIAN CAMPERS
Dept. D
77 Pelham Ave.
Toronto 9, Ontario

MOBILE LIVING PRODUCTS, LTD.
Dept. D
P. O. Box 548
Red Deer, Alberta

R. D. HALL MFG., INC.
Texas Div., Dept. D
6911 Stearns St.
Houston, Texas

U.S. PATENT NO. 2879103

CANADIAN PATENT NO. 637-543



DEAL WITH CONFIDENCE

OUR REPUTATION YOUR GUARANTEE

"There is security, potential profit and pleasure
in the right type of desert property"

HOMES -- LOTS -- RENTALS

ACREAGE -- COMMERCIAL

-- PROPERTY MANAGEMENT --

*Conscientious service to buyer, seller or renter based
on years of sound business experience*

Flreside 6-8169

Realty of the Desert

74-125 Hiway III -- Palm Desert

(across from Valley Lumber)

Where else can YOU find

A stables complex
complete fireproof and
adjacent to mile after mile of the most exciting desert
mountain riding imaginable~

A golf course
a jewel of a par 3 course~with luxury cottages and
homes on fairway or off~ one to four bedrooms

A club house
spacious and new~surrounded by numerous sports
facilities~all for exclusive use of our residents

We invite you to visit this property
Satisfy yourself that HERE is the
FINEST SHELTERED VIEW LOCATION
on the ENTIRE desert~



SILVER SPUR RANCH

Weekend & Vacation
FAIRWAY COTTAGES
from \$19,950
Cooperatively
maintained, managed

"...incomparable desert living"

47-641 Portola Avenue, Palm Desert, California Fireside 6-6161